

**McDonald, Lisa**

**From:** Doherty, Owen  
**Sent:** Tuesday, January 10, 2012 4:49 PM  
**To:** McDonald, Lisa  
**Subject:** FW: Mirror Survey

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**Sent:** Tuesday, January 10, 2012 4:28 PM  
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**From:** Philip Kopel [mailto:Philip.Kopel@ctlottery.org]  
**Sent:** Tuesday, May 31, 2011 4:02 PM  
**To:** 'Melendy, Hadley'; 'Rebecca Jasperson'; Maura McCann; 'Gwadosky, Dan'; Doherty, Owen; 'mjuhnowski@rilot.ri.gov'  
**Cc:** Diane Patterson  
**Subject:** Mirror Survey

As I have mentioned to most of you, the SSI portion of the survey, which was conducted using a representative random process for each state has been completed and went very smoothly. This is the final (pre-weighted) count by state and gender. I will use this scientifically controlled sample to analyze the results for New England and for comparison across each state.

Counts Break % Respondents	Total	Which State do you live in?				
		Connecticut	Maine	Massachusetts	New Hampshire	Rhode
<b>Base</b>	<b>1221</b>	<b>259</b>	<b>181</b>	<b>371</b>	<b>182</b>	
<b>Yes- Gender</b>						
<b>Male</b>	<b>452</b> <b>37%</b>	<b>96</b> <b>37%</b>	<b>65</b> <b>36%</b>	<b>140</b> <b>38%</b>	<b>70</b> <b>38%</b>	
<b>Female</b>	<b>769</b> <b>63%</b>	<b>163</b> <b>63%</b>	<b>116</b> <b>64%</b>	<b>231</b> <b>62%</b>	<b>112</b> <b>62%</b>	

The purpose of this second phase, the mirror survey, is to be able to obtain a larger sample on a state by state basis, collected via a button on your website (or something similar) to be able to offer a deeper breakdown at the state level. It will also be important to see if the results from visitors of your website and players club members validate those captured methodically by SSI for your state.

The link to the survey is : <http://survey.ctlottery.org/surveylogin.asp?k=130687101469>

I placed quotas on each state to collect a maximum of 500 completed questionnaires. After that, a potential respondent will receive a message that the quota has been exceeded. At any point in time I can tell you how many people took the survey from your state.

In NH and RI there are questions at the end to capture email addresses so those states can award points  
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to their club members that took the survey or be entered in a drawing. In CT, MA, ME and VT the surveys are totally anonymous, we are not collecting email addresses, and we will not be able to identify who took the survey.

The survey is live so that once you post the link players can immediately start taking the survey. Please feel to let me know if you have any questions.

Thanks,

**Philip S. Kopel**  
Director, Marketing Research  
Connecticut Lottery Corporation  
777 Brook Street  
Rocky Hill, CT 06067  
Phone: 860-713-2704  
Fax: 860-713-2695  
Email: [philip.kopel@ctlottery.org](mailto:philip.kopel@ctlottery.org)  
Website: [www.ctlottery.org](http://www.ctlottery.org)

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## New England Regional Lottery Game Research

The lotteries in the New England States are considering offering a regional lottery game.

There are several game concepts currently being studied.

Could you please take a few minutes to evaluate each game concept? Thank you!

After answering the questions, please do not use the browser buttons,  
use the button at the bottom of each survey page to advance to the next page.

Please allow ActiveX controls if your browser asks for it.

**Privacy:**

We do not collect any personal identifying information in this survey.  
All of your responses are completely anonymous.

1. **Gender**
  - ☐ Male
  - ☒ Female
  
2. **How old are you?**
  - ☐ <18
  - ☐ 18-24
  - ☐ 25-34
  - ☒ 35-49
  - ☐ 50-64
  - ☐ 65+

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Next

## New England Regional Lottery Game Research

3. Which State do you live in?

- ☐ Connecticut
- ☐ Maine
- ☐ Massachusetts
- ☐ New Hampshire
- ☐ Rhode Island
- ☐ Vermont

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## New England Regional Lottery Game Research

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Next

# THE LOTTERY

Focus Group Study

CASH WINFALL

(Changes vs. Replacement)

# Focus Group Process

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- One focus group, comprised of medium and heavy lottery players that play Cash Winfall and two MSLC agents, was conducted on June 1, 2009.
- They were asked to evaluate and discuss how they like the current version of Cash Winfall.
- The participants then evaluated 5 game concepts that could replace the current Cash Winfall game – 3 for 2 (option A and option B), Lucky 7's, Super 7's and Lucky Lines.
- In addition, participants were asked about their level of interest in three add-on features that could be offered: Kicker, "Extra" and Pooling Plus.



# Evaluation of Game Concepts

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The following slides show game concepts and discussion with respect to possible replacements and modifications to the current Massachusetts Cash Winfall game.

# Cash Winfall

Cash Winfall			
Cost \$2 for 1 play			
<b>Pick 6 from 46</b>			
Jackpot rolls down to Match 5,4,3 prizes, once Jackpot hits \$2 Million			
		Starting Jackpot	Jackpot reaches \$2 Million
Match 6	win	\$500,000	\$2 Mil
Match 5	win	\$4,000	\$40,000
Match 4	win	\$150	\$1,500
Match 3	win	\$5	\$50
Match 2	win	Free bet	Free bet

# Cash Winfall - Discussion

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- Cash Winfall players indicate they like the payout structure and the roll down feature. However, they generally do not like that the game cost \$2 for relatively limited play value (playing one set of numbers).

## Highlighted comments:

- I like the fact that it rolls down, I don't like the \$2.00. I won't buy more than two because it is \$2.00. I like the way it plays and the payouts.
- I think the \$2 million to prize is realistic [compared with Mega Millions]. I like the way the game is played.
- My customers don't like the \$2.00, so I feel it turns them away. They love the rollover feature. My sales will double when it gets to \$2 million. My clerks will tell the customers when it does roll down.
- I like the roll down and the cash payment that it is a lump sum. I like the twice a week feature. I don't like free bet win, but would prefer a \$10 prize.
- I like the roll down feature and I don't like the \$2.00 bet. I don't like the free bet or the match 3 or 4...I think it should be a higher payout.
- I don't mind paying \$2.00 for the ticket for the chance. When it gets high I might buy 2 or 3 tickets.

## 3 for 2 – Option A

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3 for 2		Option A
Cost \$2 for 3 plays		
<b>Pick 6 from 46 plus you will receive two additional Quic Pics.</b> The <b>starting Jackpot</b> will be <b>\$500,000</b> and it will progressively build if not hit. The <b>average jackpot</b> amount when hit will be <b>about \$10 Million.</b>		
Match 6	win	Jackpot
Match 5	win	\$4,000
Match 4	win	\$150
Match 3	win	\$5
Match 2	win	\$2

## 3 for 2 – Option A - Discussion

---

The game was liked because it offers 3 bets for \$2. Several participants expressed that a jackpot averaging \$10 million would appear too similar to Megabucks. Others, including a MSLC agent, liked that the jackpot would average \$10 million when it is hit. Overall, while the game was considered “ok”, most were not overly ecstatic about the concept and said they would be happier staying with Cash Winfall.

### Highlighted comments:

- “ I prefer Cash Winfall because of the jackpot.
- “ I think there is enough confusion with all the games out there now
- “ I like the concept, it seems to give me more chances and it seems easy to understand and the value is good.
- “ I think the \$10 million prize is too high, I think they should stick with the \$2 million prize.
- “ I like this game; \$10 million is not too high for me.
- “ I like the concept; the deal seems good. I think the larger the number the more interest there is going to be. I love the 3 for 2 concept.
- I like the extra value but it seems similar to Megabucks. It doesn't blow my socks off.
- “ I like it also, it seems like you might get something extra for your money.
- “ I think you feel like you are getting something for free with the 2 bets.
- “ I like the idea of the free bets and I don't mind waiting for the \$10 million.
- “ I think you are better off just changing the Cash Winfall game instead. I would just adjust this game and not introduce a new game.
- “ I think this is great.

## 3 for 2 – Option B

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3 for 2		Option B
Cost \$2 for 3 plays		
<b>Pick 6 from 46 plus you will receive two additional Quic Pics.</b> The <b>starting Jackpot</b> will be <b>\$500,000</b> and it will progressively build if not hit. The <b>average jackpot</b> amount when hit will be about <b>\$7 Million</b> .		
Match 6	win	Jackpot
Match 5	win	\$5,000
Match 4	win	\$250
Match 3	win	\$5
Match 2	win	\$2

## 3 for 2 – Option B - Discussion

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- Almost all of the participants preferred this option B to option A, which would have an average jackpot of \$7 million when it is hit, and would offer slightly higher payouts at the Match 5, 4 and 3 levels.
- In fact, comparing the likert scaling of all the tested replacement game concepts, the participants gave this game and option the highest average score.
- Even so, most said they would be just as happy staying with Cash Winfall.

### Highlighted comments:

- I like option B better. (8 participants out of 12 participants)
  - I prefer option B as I would rather the \$250 prize [for matching 4].
  - I like option B better because we could win better.
  - I feel like I could at least win back \$10.00.
- I think option A is better because of the prize at the end.



# Lucky 7's

Lucky 7's			Pick 1 number from each column						
Cost \$2 for 3 plays			1st	2nd	3rd	4th	5th	6th	7th
Match 7	win	\$77,777	1	1	1	1	1	1	1
Match 6	win	\$777	2	2	2	2	2	2	2
Match 5	win	\$77	3	3	3	3	3	3	3
Match 4	win	\$7	4	4	4	4	4	4	4
Match 3	win	\$2	5	5	5	5	5	5	5
Pick one 7 digit number (1-7) plus you will receive two additional Quic Pics.			6	6	6	6	6	6	6
			7	7	7	7	7	7	7

1st play		1	2	3	4	5	6	7
2nd play-QP		7	2	5	1	3	6	1
3rd play-QP		4	6	1	2	1	2	1
Lottery Draw		7	6	5	4	3	2	1

Win \$7

Win \$2



# Lucky 7's – Bet Slip

## Lucky 7s

1	1	1	1	1	1	1	<div>Number of Draws</div> <table border="1"> <tbody> <tr> <td>1</td><td>2</td></tr> <tr> <td>3</td><td>4</td></tr> <tr> <td>5</td><td>6</td></tr> <tr> <td>7</td><td>10</td></tr> <tr> <td>14</td><td>20</td></tr> </tbody> </table>	1	2	3	4	5	6	7	10	14	20
1	2																
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14	20																
2	2	2	2	2	2	2											
3	3	3	3	3	3	3											
4	4	4	4	4	4	4											
5	5	5	5	5	5	5											
6	6	6	6	6	6	6											
7	7	7	7	7	7	7											

Quic-Pic



# Lucky 7's - Discussion

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- Most thought there would be too much of a learning curve for this game, and that it would be too confusing. Some thought the payout was not very high considering the perceived difficulty to match the numbers. They also did not like that if no one won the top prize, rather than a pari-mutuel payout, the money went to the Lottery. Many felt it was not worth playing.

## Highlighted comments:

- I don't think I would play this game because it is too confusing. (8 participants out of 12)
  - I think this will require too much of a learning curve.
  - I understand the game and I probably would play it, but to stand in line and wait while the clerk explains this game to the customers would be annoying. I don't think the payout is big enough and I don't like it.
  - I think it would be too difficult to explain to the customers. This looks like it would be a great scratch ticket for \$2.00. I think it is too confusing for an on line game.
  - I think everyone is going to try it but they will be confused. I think this will create a back log in line.
- I don't think it is a lot to win for 7 numbers. What happens to the rest of the money if no one wins?
- I think it seems similar to the numbers game, but I would try it.
- I think the Lottery is the only one who will gain from this game.
- I think it would be too hard to win with the low payouts.

# Super 7's

## Super 7's

Cost \$2 per play

**Pick 7 numbers from 1 to 77. The Lottery will pick 11 winning numbers. The starting Jackpot will be \$1 Million and will build if not hit. The average jackpot amount when hit will be about \$7 Million.**

Match 7	win	Jackpot (Min. \$1 million)
Match 6	win	\$8,000 estimate
Match 5	win	\$500 estimate
Match 4	win	\$25 estimate
Match 3	win	\$2 set

# Super 7's - Discussion

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- The majority of participants appeared to like this game because it had a similar style to Keno (the lottery picks 11 numbers whereas the player picks 7 numbers).
- Many thought the chances of winning something appeared better because of the 4 extra chances, but the payout for the lower tiered prizes appeared too low. While this was liked by most, virtually all would prefer that the Lottery stay with Cash Winfall.
- Highlighted comments:
  - I would play this and I like it because you pick 7 and I think your chances will be better.
  - If there are multiple winners do you share the jackpot?
  - I like it and you get a lot of numbers I like the odds of this game. I like the matching 4 feature. I like this better than the other game.
  - I play Keno a lot and this seems similar. I would try it but it's \$2.00 a game.
  - I like it because the odds seem a little higher and I like that you only have to get 7. (3)
  - I prefer to play Mass Cash.
  - I like it, but if it goes up do the prizes get bigger also?
  - I think some of these prizes are low. I think you have a better chance with Cash Winfall.
  - ( 10 out of 12 participants prefer to keep Cash Winfall)

# Lucky Lines – Tic-Tac-Dough

Tic-Tac-Dough		
Cost \$2 for 3 plays (2 free plays)		
<p><b>Pick 8 numbers, one from each box on the Tic-Tac-Toe board. Lottery ticket shows your number in each square of a Tic-Tac-Toe board. The middle spot is a FREE spot. The ticket example shows how you match lines to win.</b></p>		
Match 8 or 7 lines	win	Jackpot (min \$10,000)
Match 6 lines	win	\$500
Match 5 lines	win	\$100
Match 4 lines	win	\$25
Match 3 lines	win	\$7
Match 2 lines	win	\$4
Match 2 line	win	\$2

## Lucky Lines / Tic Tac Dough – Bet Slip

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1	2	5	6	9	10
3	4	7	8	11	12
13	14	<b>FREE</b>		17	18
15	16			19	20
21	22	25	26	29	30
23	24	27	28	31	32

## Lucky Lines / Tic – Tac – Dough Ticket

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Your Lottery ticket will show your number in each square of a Tic-Tac-Toe board.  
The middle spot is a FREE spot.

This ticket example shows how you match lines to win.

There are up to eight (8) ways to win on each ticket.

If the numbers you match form a line vertically, horizontally, diagonally or in a combination, you will win a prize.



## Lucky Lines Tic-Tac- Dough - Discussion

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- Most found this game confusing and felt the chances to win were slim. While a few liked the game, most felt it was too much work and were not interested in it. It reminded them of the scratch ticket Bingo.
- The participants unanimously preferred the name Lucky Lines over Tic-Tac-Dough.

### - Highlighted comments:

- I don't like this game and it does nothing for me.
- I think the chances are very slim because you have to pick all the right numbers in all the right columns.
- I think it is too confusing. (4 out of 12 participants)
- I hate this and I feel it is too much work for me.
- I would play this game because it reminds me of Bingo. I like it.
- I would play this, I like it.
- I would play this, but I think the prizes should be higher.
- I like it a lot because it reminds me of a Bingo ticket and that you only have to choose a few numbers.
- I would definitely play this game.
- I think this doesn't work for an on line game. I think the game is easy and probably would be a better scratch ticket.



Would you like to see **POWERBALL**  
added to the suite of Mass Lottery games?

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**MEGA BUCKS**  
**DOUBLER**

**MASS CASH**

**CASH**  
**WINFALL**

**THE NUMBERS**  
**GAME**

## Powerball - Discussion

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- Participants were asked if they would like Powerball offered in Massachusetts. Most participants have played Powerball in an adjacent State and would like it offered in addition to Mega-Millions, but not as a replacement as they would like the option to play whichever has the larger jackpot at the time.
- Highlighted comments:
  - I would love to have both, but I would want to keep Mega Millions. (8 participants out of 12).
  - I would play the Powerball and replace the Mega Millions.
  - I like it and we go to Rhode Island to play.
  - I would not replace this game [Cash Winfall with Powerball].
  - I would have both games because if they both had big jackpots I would buy both. I never hear of anyone winning from Massachusetts.

# Evaluation of Add-on Options

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- Participants were presented with three add-on features – Kicker, “Extra” and Pooling Plus.
  - Kicker is an add-on option that could be included on the Mega-Millions game. This is a 5 digit number that would appear on a Mega-Millions ticket that could be activated if a player pays an extra \$1.
  - “Extra” was presented as an add-on feature that could be offered with any game that offered 3 plays for \$2. Typically in the games that offer 3 plays for \$2, the player plays his/her own numbers for the first wager, and then receives two additional quick pics on the same ticket, for a total of three plays. If the player chooses, he/she could check an “Extra” box which would provide him/her with an additional two quick-pics for a total of five wagers for \$3.
  - In addition, participants were presented with an add-on feature called Pooling Plus. The Pooling Plus feature would allow players to join a 1/10 share of a pool in a large jackpot game like Mega Millions for an extra \$1 in addition to their own 100% wager.

# Kicker

## Kicker - option on Mega Millions

Cost \$1 for 1 play

**A single six-digit computer-generated number from 000000 to 999999 printed on a "Mega Millions" ticket. You can activate it for \$1. It will appear on your ticket whether you activate it or not, and it will indicate whether you activated it.**

Match all 6 numbers exactly	win	\$100,000
Match first 5 digits exactly	win	\$5,000
Match first 4 digits exactly	win	\$1,000
Match first 3 digits exactly	win	\$100
Match first 2 digits exactly	win	\$10

## Kicker - Discussion

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- The perception of adding the Kicker option to Mega Millions was mixed to slightly negative. Whereas some players liked the opportunity to play the game option, many thought it would be an expensive add-on, as they would need to play it on their existing games. Overall, it appears it could result in reducing the amount played on Mega Millions itself.
- Highlighted comments:
  - I would play this game once in a while. (3 participants out of 12)
    - I think this sounds expensive but I would play it because I want every chance to win.
  - I wouldn't play this game. (4 participants out of 12)
    - I don't like this game because everything has to be exact. (2)

## Extra

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- The game concepts 3 for 2, Lucky 7's and Tic-Tac-Dough all offer 3 plays for \$2.
- If the feature called "Extra" was offered, you could pay another \$1 (after your \$2) and receive another two quick pics so that now for \$3 you end up with five wagers.
- Do you like it and how often would you play it?





## Extra - Discussion

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- The “extra” add-on feature was strongly liked by almost all of the participants. They like having a game that offers 3 plays for \$2 and most appear quite willing to pay an extra \$1 for two more quick pics, yielding 5 plays for \$3.
- **Highlighted comments:**
  - I don't understand this game feature but I believe I would [take advantage of it].
  - I would play this because I always get 5 quick picks anyway.
  - I like the aspect of this game play option.

# Pooling Plus

- Buy your plays.
- For an additional \$1, buy 1/10 of a pool.
- Lottery automatically includes you in a pool with 9 other players.

## Sample Ticket With PoolPLAYS™

**YOUR STATE LOTTERY**  
START: 03/15/2008 END: 03/15/2008  
00041 00208 33554 40648 25606 06997 13556

**\$2 100% Owned Plays**

A	16	22	31	52	54	QP	18	QP
B	25	29	30	31	47		07	

**\$1 Pooling Plays**
Total: \$3.00

**POOLPLAYS™**
1 Pool of 10 Plays  
10% Prize Share

A1	06	21	23	27	35	QP	35	QP
A2	11	36	38	40	55	QP	03	QP
A3	04	24	37	40	45	QP	12	QP
A4	25	28	31	35	47	QP	42	QP
A5	01	09	18	51	55	QP	26	QP
A6	08	28	40	41	42	QP	08	QP
A7	04	09	17	22	54	QP	37	QP
A8	15	25	28	29	34	QP	19	QP
A9	01	02	07	28	38	QP	36	QP
A10	03	16	21	46	49	QP	18	QP

SIGN THIS TICKET PRIOR TO PRESENTING FOR PAYMENT  
00041 00208 33554 40648 25606 06997 13556



## Pooling Plus - Discussion

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The “Pooling Plus” add-on feature was considered somewhat mixed by the participants. Since many of the focus group participants are fairly heavy players, a number of them already have a pooling relationship with family and friends. Therefore, although some were interested in doing it themselves, others felt it was a good feature but they might personally not use the feature.

### Highlighted comments:

- I like this game and I would try it to have the extra chances. (5 participants out of 12)
  - I would definitely play this for the extra value.
- I think this game is interesting but we already have an office pool and we never seem to win.
- I would try this game, but I would prefer to split with only 5 rather than 10 people. I don't like the idea of splitting with 10 people.
- I don't love this game. I would only pool with family and friends. (4 participants out of 12)
  - I don't like this game because it seems like more money.
  - I don't think I would play this because I don't like it.

# Likert Scaling

A rating (on a 7 point likert scale – from strongly dislike to strongly like) of each of the concept games and the current Cash Winfall game are presented in descending order of average rating.

	3 for 2 (Option B)	3 for 2 (Option A)	Super 7's	Cash Winfall (current)	Lucky Lines (Tic- Tac- Dough)	Lucky 7's
Game play methodology (how the game is played)	6.08	5.08	5.67	5.50	5.00	2.00
Ease of understanding how to play game	6.00	5.92	6.17	6.33	5.00	2.09
Play Value	6.00	5.58	5.27	4.33	4.17	2.36
Level of enjoyment for cost of game	6.18	5.92	4.75	5.08	4.42	2.55
<b>AVERAGE</b>	<b>6.07</b>	<b>5.63</b>	<b>5.46</b>	<b>5.31</b>	<b>4.65</b>	<b>2.25</b>

A score under a 5.0 indicates that the overall perception is neutral and under a 4.0 indicates that the perception is negative.

In this focus group, this scaling indicates the 3 for 2 game option B is clearly the most liked game. There are three game concepts that appeared to rate as high or higher than the current Cash Winfall game (among Cash Winfall players) which currently costs \$2 for one play.

Note: This information is based on one focus group of 12 Cash Winfall players. It is not representative and the sample is not large enough to have any level of quantitative accuracy. The sole purpose of presenting these figures is to help show relative strength and weakness between games.

# Evaluation

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- Several people mentioned that they did not particularly like that Cash Winfall cost \$2, but otherwise they liked the progressive jackpot and roll down feature of the game.
- The games 3 for 2, Lucky 7's, and Lucky Lines all introduced the cost/value of 3 plays for \$2. Whether or not players liked the game concepts themselves, they liked the perceived value of 3 for \$2.
- Players were asked if they would prefer Cash Winfall if the matrix was increased to picking 6 of 48 numbers from 6 of 46 numbers, but they would then receive 3 plays for \$2, similar to the game concepts tested. Based on the discussion, it would appear that a redesigned Cash Winfall offering 3 plays for \$2 may be the best solution to enhancing game play value.
- The add-on feature called "Extra", when offered in conjunction with a redesigned 3 for \$2 Cash Winfall, would increase the playability to 5 plays for \$3. Based on the discussion it would appear that this feature would likely be well received.
- Conversely, the response was mixed with respect to an add-on feature called "Pooling Plus" on a large jackpot game like Mega-Millions.

Instant



# Massachusetts Lottery

## Alchemy3

### Instant Ticket Game Research Executive Summary Report

December, 2008

# Survey methodology



✓ A web-based survey was conducted of 2,083 Massachusetts Lottery ePanelists to evaluate \$2 Cheers and \$5 Sinatra Instant ticket concepts provided by Alchemy3.

- The Massachusetts Lottery provided two \$2 tickets for comparison to Cheers.
  - Hot Slots – average performing \$2 ticket
  - Double Doubler – excellent performing \$2 ticket
- The Massachusetts Lottery provided two \$5 tickets for comparison to Sinatra.
  - Wild Millions – average performing \$5 ticket
  - Precious Gems – excellent performing \$5 ticket

**Instant**



**\$2 CHEERS**

# Cheers

Instant





# Cheers – Ratings of Elements

Instant

## CHEERS - Ratings of Elements (7 point likert scale)

On average, between 50%-60% of respondents scored these elements a 5,6 or 7.

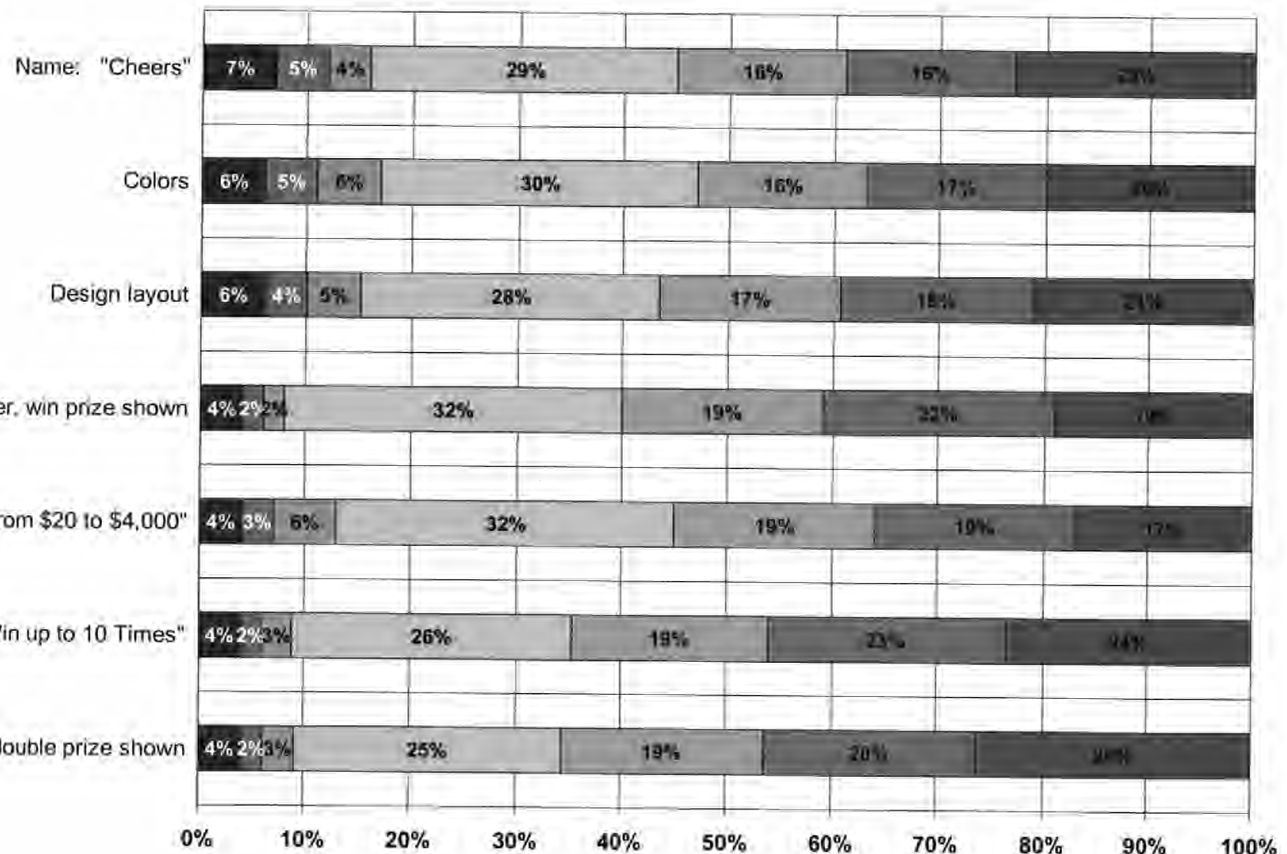
The scores were fairly consistent across all elements of the ticket.

Method: Match your numbers to either winning number, win prize shown

Callout: "Over 427,700 prizes from \$20 to \$4,000"

Callout: "Win up to 10 Times"

Bonus: Get Cheers symbol wins double prize shown



Strongly Dislike (1)

(2)

(3)

Neutral (4)

(5)

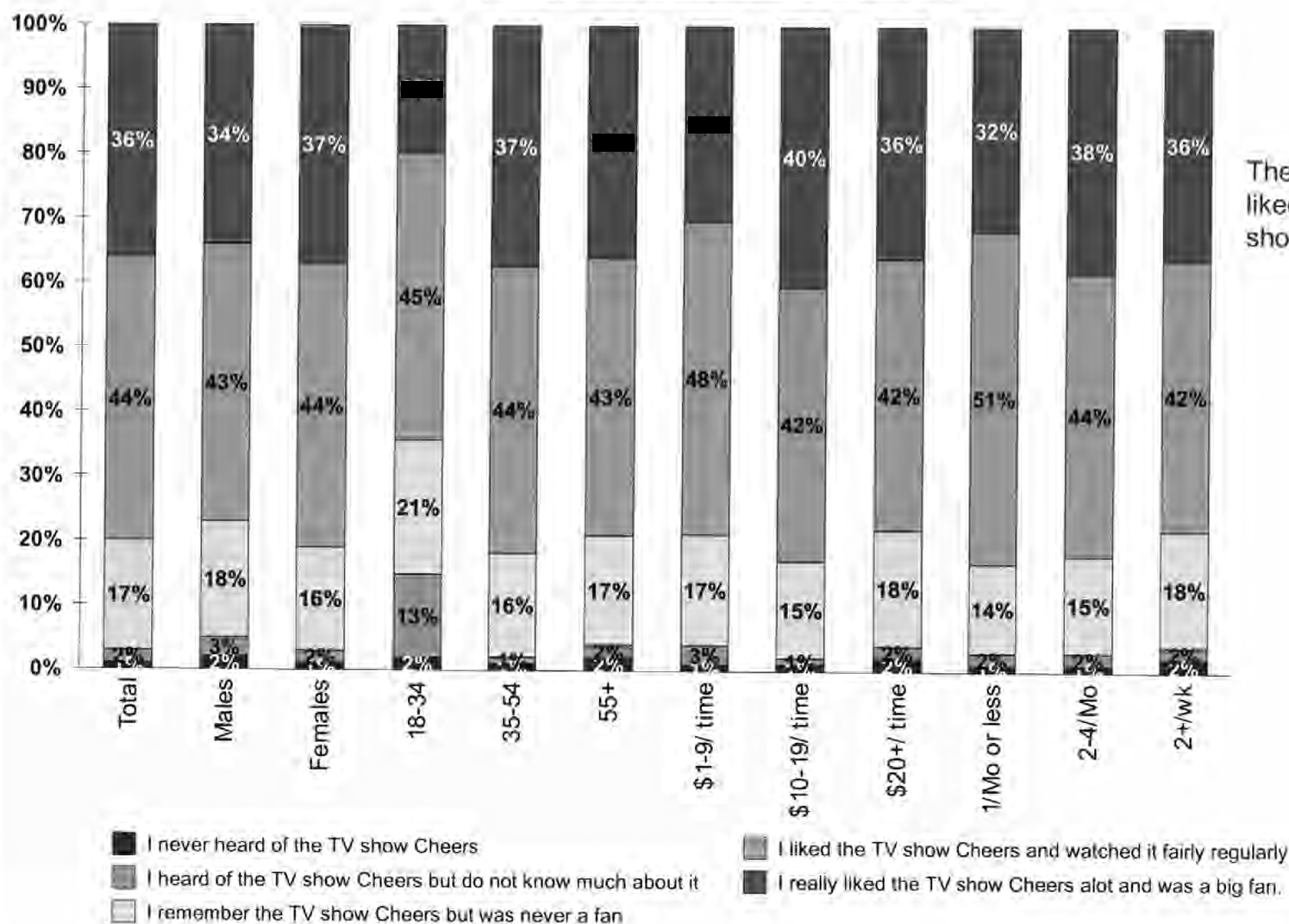
(6)

Strongly Like (7)

# Cheers - TV show memory

Instant

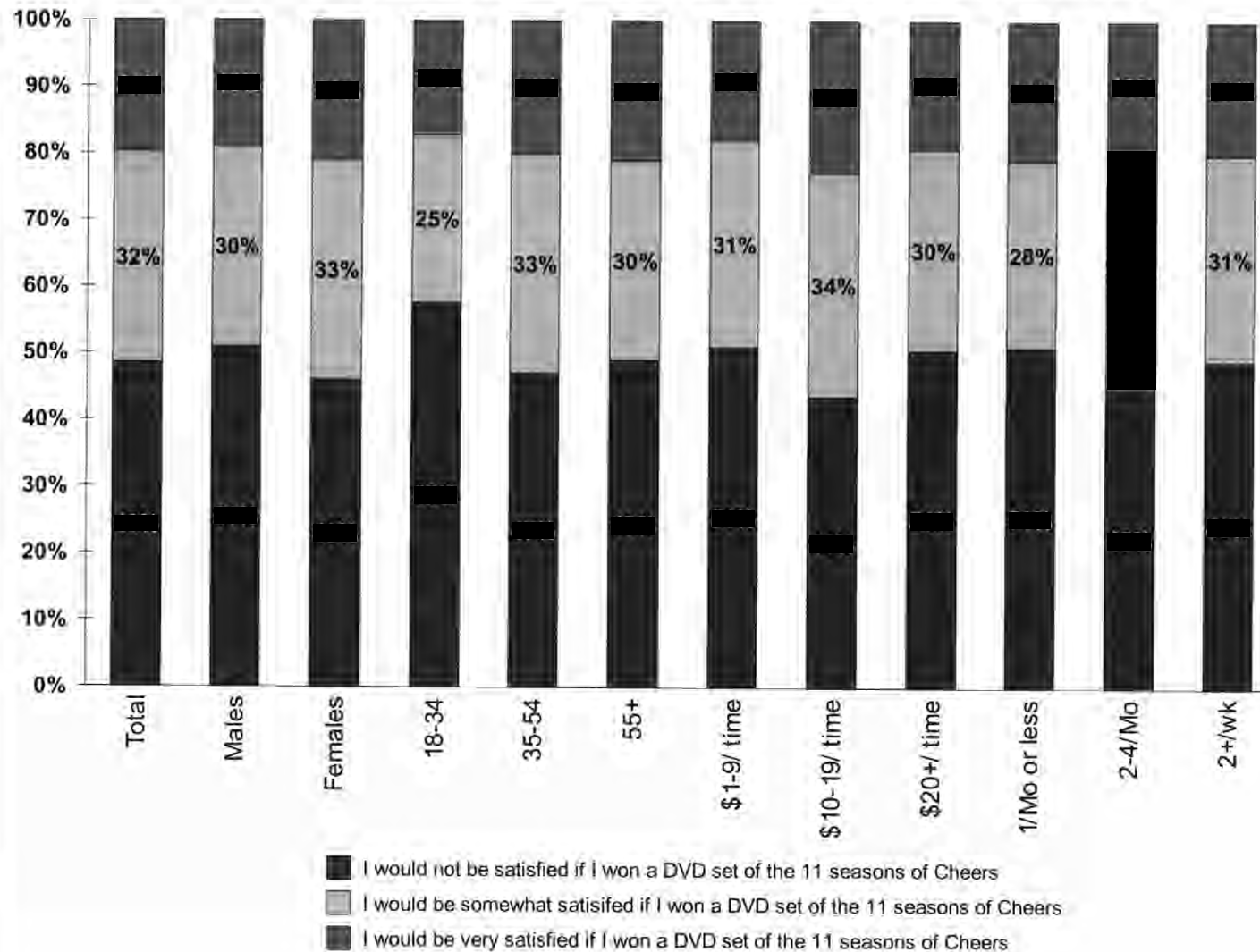
Thoughts about the TV show Cheers



# Cheers - Satisfaction winning DVD box sets

Instant

Satisfaction winning DVD set of 11 Seasons of Cheers

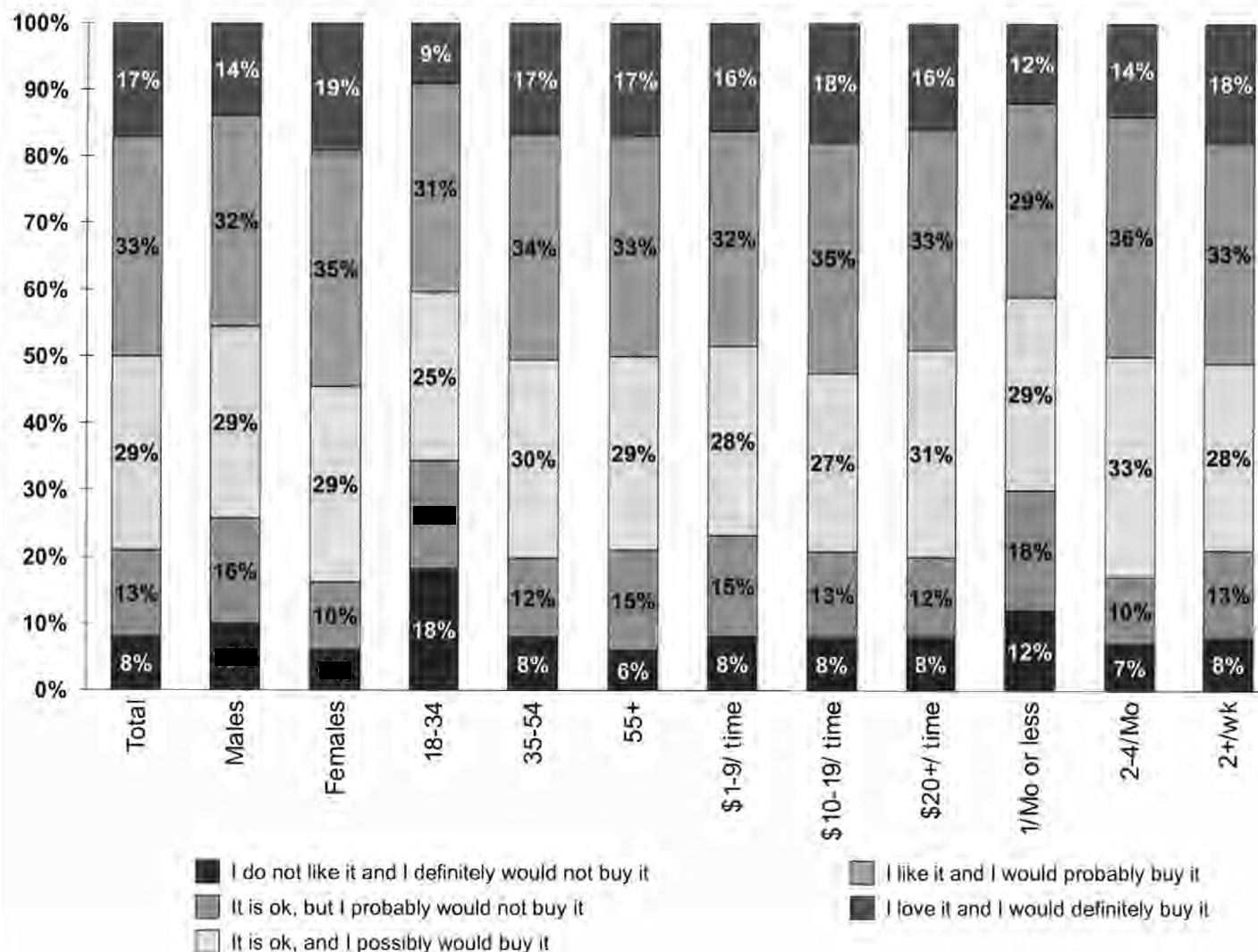


Although respondents are nostalgic about the TV show, only about 20% of respondents would be very satisfied, about 30% would be somewhat satisfied and about one-half of respondents would not be satisfied if they won a DVD box set of 11 seasons of Cheers.

# Cheers - Likelihood to buy

Instant!

If the Cheers was offered, would you play it?



Overall, 17% of respondents love it, 33% like it and 29% thought it is ok and said they would buy it.

This game is preferred by females, especially those 35 and over.

# Like about Cheers – comments



A reminder of better times and a funny and uplifting show.

Going with an old Boston T.V. show is a great idea.

Brings back memories of "Cheers"

Cheers is iconic TV classic. It offers instant recognition.

Good to see the old gang though Shelly Long is missing

I like the Cheers concept which is a real Boston item.

I like the idea of a Cheers ticket and opportunity to win the DVD set.

I like this ticket because it has a connection to Boston, a certain nostalgia that would entice me to buy it.

I like the Massachusetts connection and the nostalgia of this classic sitcom with one of the great theme songs of all time.

The use of the pretzel symbol is fun and evokes the Cheers bar as does the photo of the actors.

It's a Boston TV show and I think people would buy it, even tourists.

It seems almost nostalgic. I loved the TV show and it would be a fun gift to give and receive for baby boomers.

The Boston hometown theme, I think it is great.

It brings back happy memories - not just of the show but of the times back then.

The photo of the cast is great, and the pretzels made me chuckle.

I think it would do well and capture the tourist population. Cheers is known all over the world it may attract a new demographic if advertised well



# Dislike about Cheers – comments



DVD series set wouldn't appeal to me since I'm not a fan and wouldn't even know who to give it to if I were to win it – if I'm buying a scratch ticket, I want \$\$\$

Cheers went off the air 15 years ago and is a bit dated.

Cheers is too old...why live in the past. colors and layout are not appealing

Don't know how relevant Cheers is today and would not want the prize of all the seasons. Even being a fan of the show- I did not like it that much

It doesn't have the blonde. Where's Shelley Long?

I can understand the sports tickets (however I think they would be better if the game represented the sports, however, a sitcom theme (although local to MA) seems a little corny and out of place.

I am afraid that there is a whole generation out there that does not know anything about Cheers and doesn't care

I would like to see the original cast members on the ticket.

I would not want to win a DVD set from Cheers even though I used to watch it

Kirstie Alley -- you should have Shelley Long on instead - she was the original love interest

No picture of Coach. Where's Coach?

Really geared to the 35 and older market. I'm 29 and barely remember Cheers and for the most part don't really care about the show.

Should be a cheers symbol wins all 10 prizes

The fact that a TV series is trying to come back to life through a state lottery is offensive

The photograph! Use a picture of the Bar or Boston- celebrate why Cheers is a great show and why it's extra special to our State! The 80's look of the photo makes me feel old, not nostalgic.

The whole concept of a show long off the air. Unlike sports tickets in which there is gambling no one associates family drama or comedy with winning money.

# What should be changed in Cheers - comments



Add a chance to be a walk-on to a TV show or more memorabilia from the actors. Or both.

Add all characters, Diane, Coach, Lillith...etc

Add party for 10 at original Cheers as bonus drawing prize. And then find the cast member who could use the cash the most and ask them to make a 30 minute guest appearance!!!!

Add the opportunity to win Cheers merchandise

Better odds and a cash prize rather than the DVD set

Cash prizes or trip to nice hotel in Boston with trip to Cheers and dinner

Changing the cheers symbol to reflect winning all 10 prizes

Different Cheer prizes like trips, autographs...etc

The pretzel symbols over each number are terrible this is Cheers they should be beer mugs without a doubt.

Give away "cheers night out" at the Bull & Finch pub, rent the place, all the winners one free dinner for 4 or 8.

I don't watch reruns. A good prize might be a night in Boston and a certificate to the Cheers Pub.

I preferred Cheers when Shelley Long was on it. Not Kirstie Alley.

I would eliminate the DVD set.

I would add the Diane character

I would also offer something else. Like "A free CHEERS weekend in Boston".

I would change the Pretzels into a Beer Mug or just the Cheers logo small. Another option baseballs in tribute to the main character Sam Malone.

I would have levels of bonus prizes, such as Cheers beer glasses, Cheers DVDs, and a Cheers jacket

I wouldn't use the Cheers cast members on the ticket.



Instant



## \$2 Comparison Games

# Hot Slots

Instant



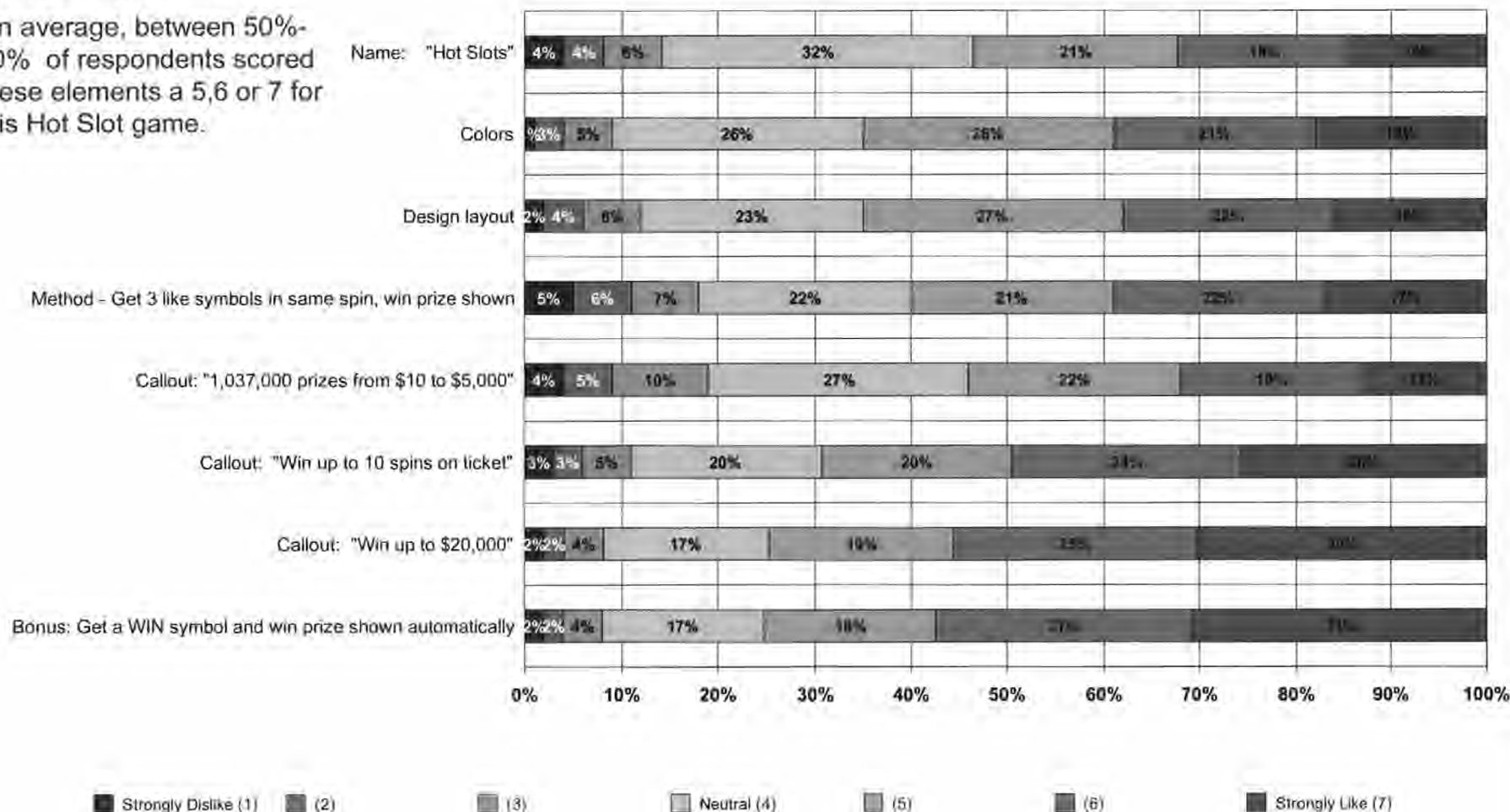
# Hot Slots – Ratings of Elements

Instant

Each ticket was evaluated for its key components.

On average, between 50%-70% of respondents scored these elements a 5,6 or 7 for this Hot Slot game.

## HOT SLOTS - Ratings of Elements (7 point likert scale)



# Double Doubler

Instant



# Double Doubler - Ratings of Elements

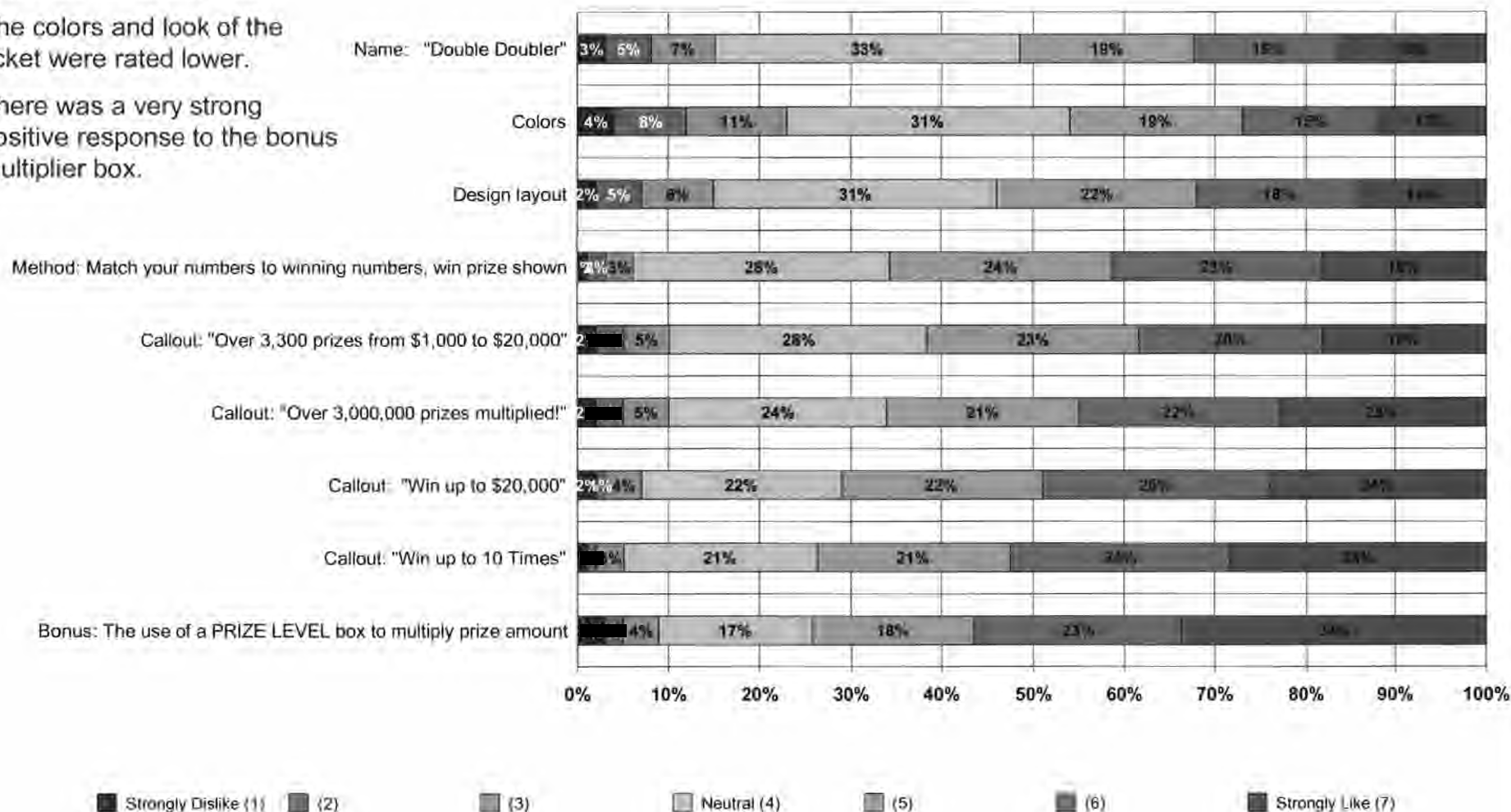
Instant

On average, between 50%-70% of respondents scored these elements a 5,6 or 7.

The colors and look of the ticket were rated lower.

There was a very strong positive response to the bonus multiplier box.

## Double Doubler - Ratings of Elements (7 point likert scale)



# \$2 Game Ratings

Instant

If the <b>Cheers</b> game was offered by the Mass. Lottery, would you play it?	Gender				Age			Spend each time			Frequency		
	Base	Total	Males	Females	18-34	35-54	55+	Light \$1-9	Moderate \$10-19	Heavy \$20+	1 / month or less	2-4/Mo	2+/wk
	1315	1315	661	654	87	775	453	342	416	557	133	343	839
I do not like it and I definitely would not buy	8%	8%	10%	6%	18%	8%	6%	8%	8%	8%	12%	7%	8%
It is ok, but I probably would not buy it	13%	13%	16%	10%	16%	12%	15%	15%	13%	12%	18%	10%	13%
It is ok, and I possibly would buy it	29%	29%	29%	29%	25%	30%	29%	28%	27%	31%	29%	33%	28%
I like it and I would probably buy it	33%	33%	32%	35%	31%	34%	33%	32%	35%	33%	29%	36%	33%
I love it and I would definitely buy it	17%	17%	14%	19%	9%	17%	17%	16%	18%	16%	12%	14%	18%

The <b>Hot Slots</b> game has been offered by the Mass Lottery, did you buy it?	Gender				Age			Spend each time			Frequency		
	Base	Total	Males	Females	18-34	35-54	55+	Light \$1-9	Moderate \$10-19	Heavy \$20+	1 / month or less	2-4/Mo	2+/wk
	1315	1315	661	654	87	775	453	342	416	557	133	343	839
I did not like it and I did not buy it	6%	6%	7%	4%	7%	5%	6%	6%	6%	6%	8%	6%	5%
It is ok, but I did not buy it	32%	32%	32%	32%	41%	30%	34%	42%	32%	25%	69%	52%	18%
It is ok, and I have bought it	39%	39%	40%	38%	38%	39%	39%	34%	38%	42%	13%	24%	49%
I like it and I have bought it	20%	20%	18%	22%	10%	22%	18%	15%	20%	23%	8%	16%	23%
I love it and I have bought it	4%	4%	3%	4%	3%	4%	4%	2%	5%	4%	2%	1%	5%

The <b>Double Doubler</b> game has been offered by the Mass Lottery, did you buy it?	Gender				Age			Spend each time			Frequency		
	Base	Total	Males	Females	18-34	35-54	55+	Light \$1-9	Moderate \$10-19	Heavy \$20+	1 / month or less	2-4/Mo	2+/wk
	1315	1315	661	654	87	775	453	342	416	557	133	343	839
I did not like it and I did not buy it	8%	8%	9%	8%	9%	8%	8%	7%	9%	8%	17%	8%	7%
It is ok, but I did not buy it	22%	22%	21%	24%	22%	22%	23%	25%	24%	19%	50%	36%	12%
It is ok, and I have bought it	34%	34%	37%	31%	38%	32%	37%	32%	32%	37%	17%	30%	39%
I like it and I have bought it	27%	27%	25%	29%	22%	28%	27%	29%	26%	26%	14%	22%	31%
I love it and I have bought it	8%	8%	8%	8%	9%	9%	6%	8%	9%	9%	1%	4%	11%

BUY RATING SCALE													
Cheers	63	63	57	68	47	64	63	60	66	62	52	62	64
Hot Slots	35	35	32	36	25	36	33	26	36	38	14	22	42
Double Doubler	45	45	45	46	44	47	43	43	45	47	18	33	55

The above table shows the Cheers game rated favorably with strong feelings toward likelihood to buy.



# First, Second, Third choice to play



- ✓ Respondents were asked to rank order each of the three games as to which would be their first choice, second choice and third choice to play.
- ✓ Double Doubler came in first, Hot slots second, and Cheers third in most demographic and play behavior market segments.
- ✓ Cheers appeared to hold up well among less frequent and lighter players

RANK	Base	Gender			Age			Spend each time			Frequency		
		Total	Males	Females	18-34	35-54	55+	Light \$1-9	Moderate \$10-19	Heavy \$20+	1 / month or less	2-4/Mo	2+/wk
	1315	1315	661	654	87	775	453	342	416	557	133	343	839
Hot Slots - 1st	34%	34%	33%	35%	34%	34%	33%	29%	31%	39%	40%	35%	32%
Hot Slots - 2nd	35%	35%	35%	35%	33%	35%	35%	34%	38%	34%	33%	37%	35%
Hot Slots - 3rd	31%	31%	32%	30%	32%	31%	32%	37%	31%	27%	27%	28%	33%
Double Doubler - 1st	37%	37%	37%	37%	40%	38%	35%	39%	38%	35%	26%	33%	40%
Double Doubler - 2nd	37%	37%	39%	35%	34%	37%	38%	38%	32%	40%	39%	36%	38%
Double Doubler - 3rd	26%	26%	23%	28%	25%	25%	27%	23%	29%	25%	35%	31%	22%
Cheers - 1st	29%	29%	30%	29%	25%	28%	32%	32%	31%	27%	35%	32%	28%
Cheers - 2nd	28%	28%	26%	30%	32%	28%	26%	28%	30%	26%	28%	28%	28%
Cheers - 3rd	43%	43%	44%	41%	43%	44%	41%	39%	39%	48%	38%	41%	45%



\$5 SINATRA



# Sinatra

Instant



# Sinatra - Ratings of Elements

Instant!

## SINATRA - Ratings of Elements (7 point likert scale)

On average, between 50%-70% of respondents scored these elements a 5,6 or 7.

The scores were moderately strong across all elements of the ticket.

Method - Match your numbers to winning numbers, win prize shown

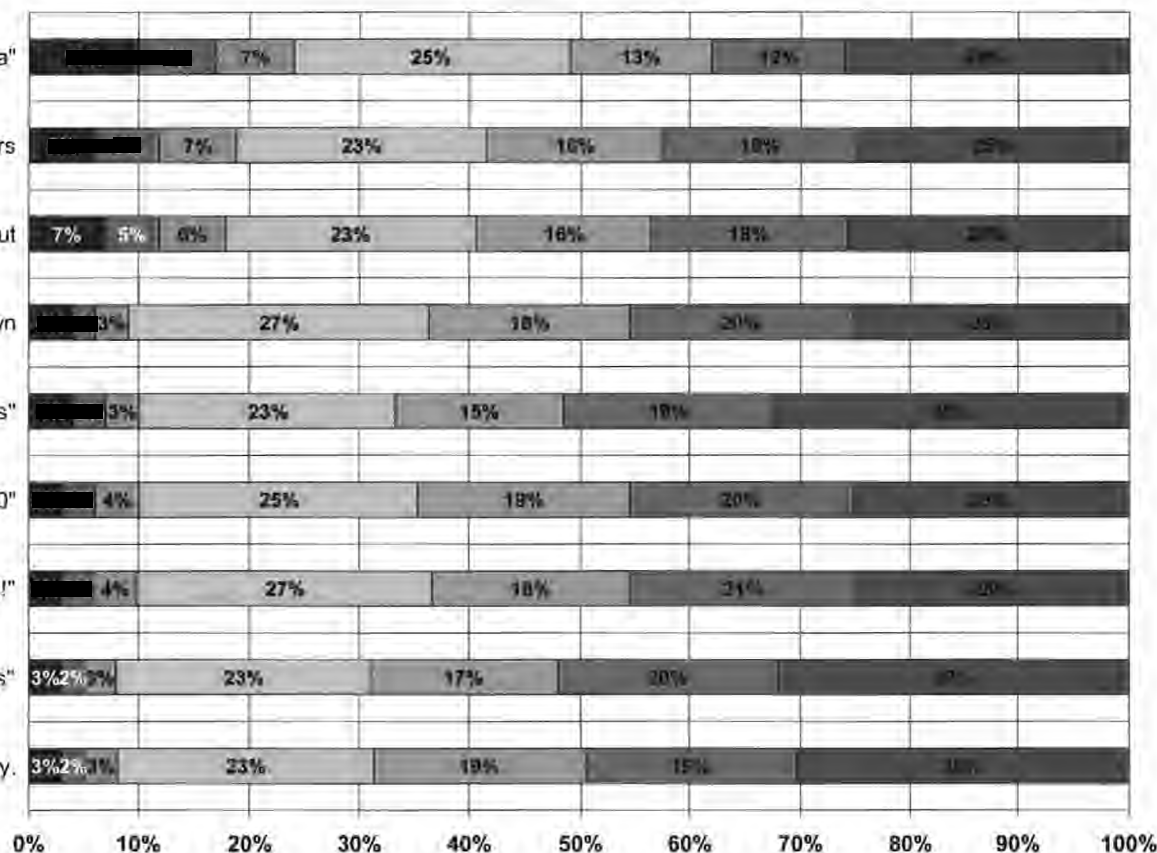
Callout: "Ten \$10,000,000 prizes"

Callout: "Over 166,000 prizes from \$100 to \$20,000"

Callout: "Over 114,000,000 in prizes!"

Callout: "Win up to 10 Times"

Bonus: Get \$\$ symbol in any spot, win prize automatically.

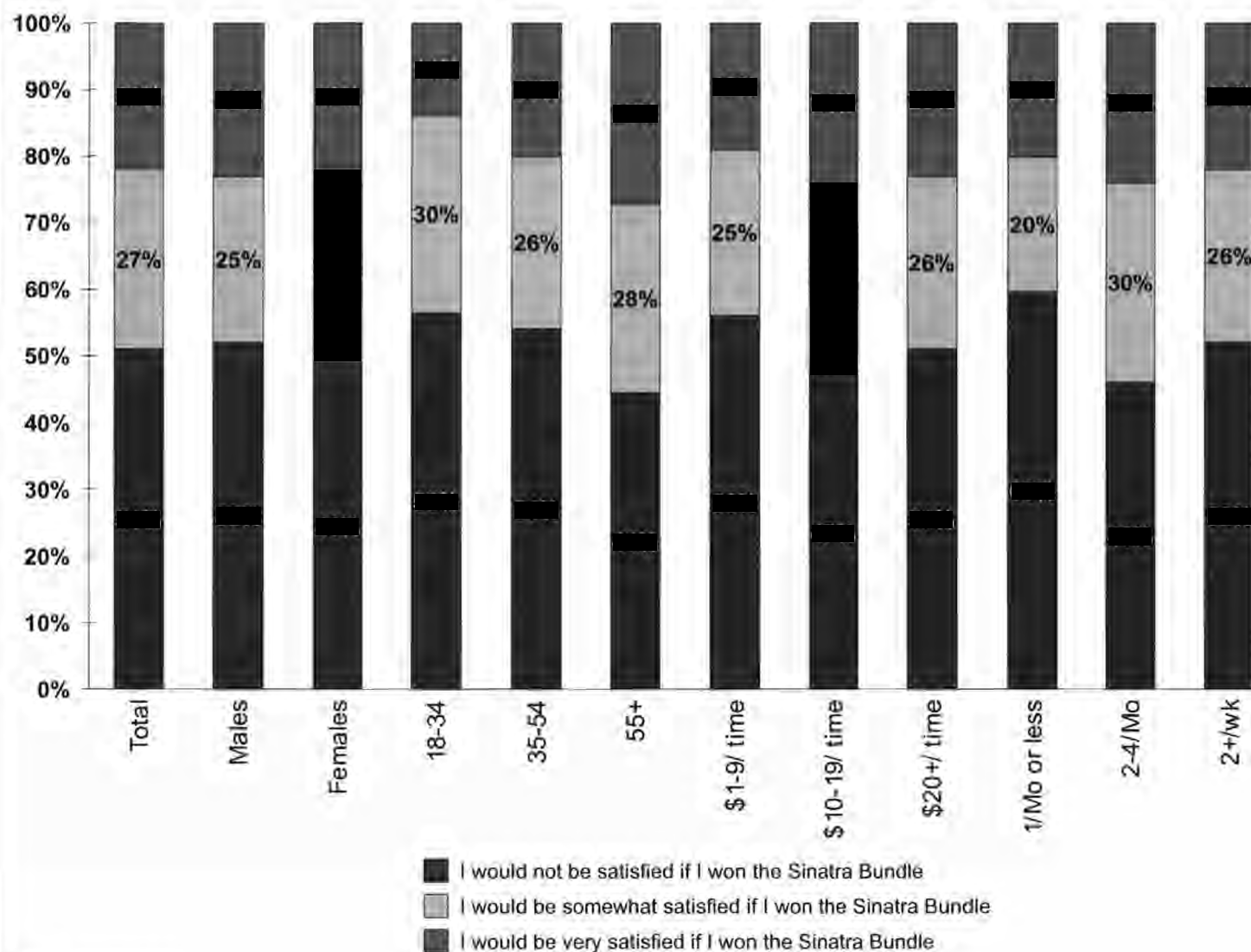


Strongly Dislike (1) (2) (3) Neutral (4) (5) (6) Strongly Like (7)

# Sinatra - Satisfaction winning DVD box sets

Instant

Satisfaction winning "Sinatra Bundle"



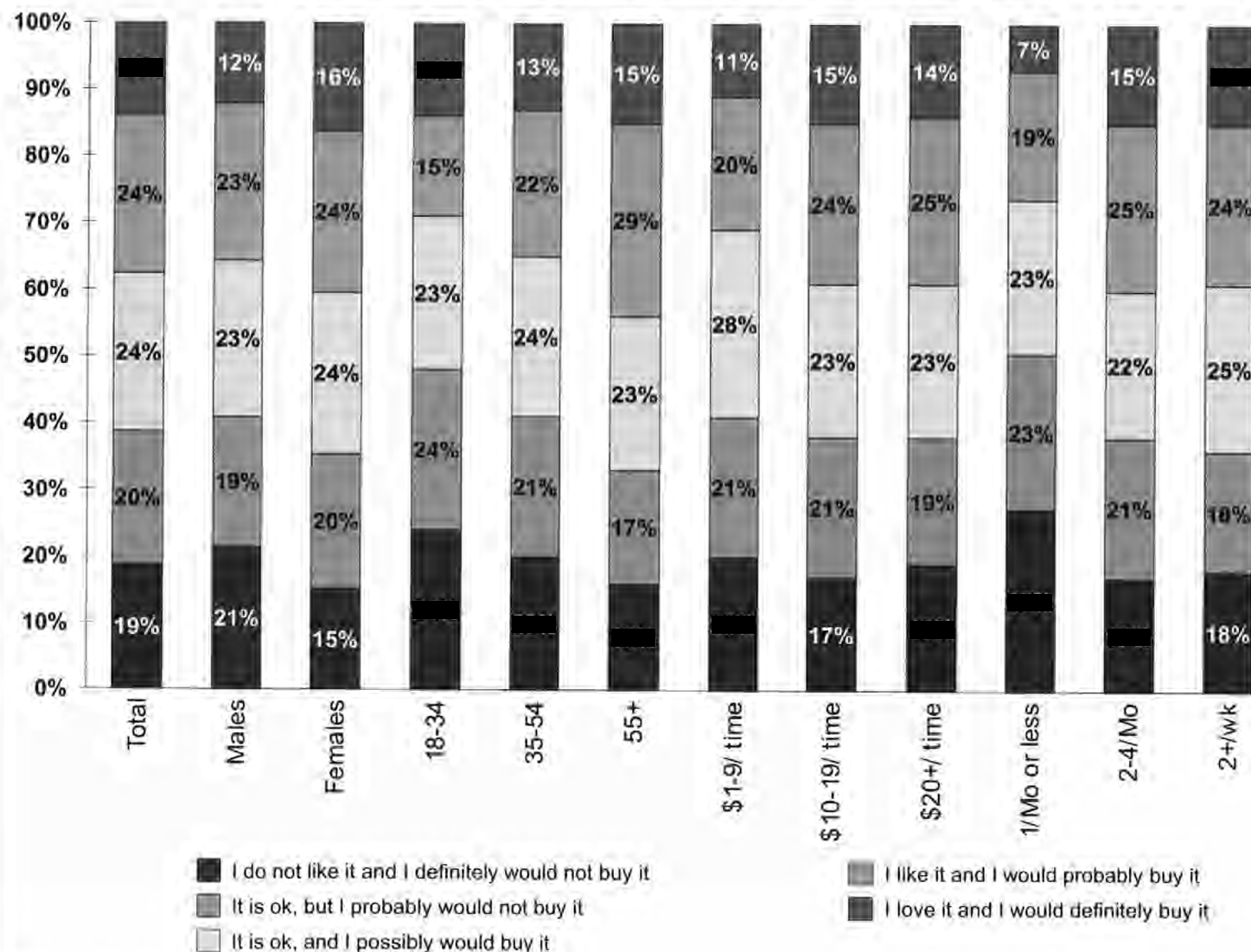
Respondents are generally interested in a game about Frank Sinatra.

However, only about 22% of respondents said they would be very satisfied, about 27% would be somewhat satisfied and more than 50% of respondents would not be satisfied if they won the Sinatra Bundle.

# Sinatra - Likelihood to buy

Instant

If the Sinatra game was offered by the MA Lottery, would you buy it?



Overall, 14% of respondents love it, 24% like it and 24% thought it was ok and said they would buy it.

Compared with the existing \$5 games, this game appears to be more polar – strongly like it or dislike it.

Old blue eyes appears to have somewhat more appeal to females. It is also clearly a generational game, appealing strongest with those 55+

# Like about Sinatra – comments



A classic. Myself not a big Sinatra fan but let's face it - who doesn't know someone who did like him, my mother, and he's a classic so it's a great idea. Love the colors and the hat theme.

A music star who can make me rich

A reminder of "classy" time and an American icon.

A singer that most people could relate to. Good gift for "older" people. My Mother in law would love it.

Appeals to my inner Sinatra fan; it's cool. Like the microphones and hats.

As a Sinatra fan it appeals emotionally to me. There is an age group that likes anything Sinatra

As an old timer, I enjoyed his music, so I would pick his ticket

Big Sinatra Fan, Lots of Big Prizes, chance to win CD box set

Design is well done with image of Sinatra at top left

Different, not the usual scratch and win, the 14 DVD Sinatra prizes and print

Everybody loves Sinatra. I think it would be a huge hit. Frankie, what's not to like?

Frank = gambling

Frank Sinatra looks very handsome on this ticket.

Frank Sinatra Theme, Sinatra Bundle

How big Frank Sinatra's picture is on the front. I usually choose my picks by what catches my eye first.

Huge Sinatra fan, and even if you don't like his music, I think you'd wanna buy this ticket...in fact, I am gonna go out and go buy this tomorrow

I loooooovvvvvveeeeee Sinatra. Great picture on the ticket and I like the Sinatra hats, too.

I'm a huge fan of Sinatra, I wish they would be out before Christmas so I can give and receive them...HOW ABOUT RELEASING THEM ON FRANKS BIRTHDAY IN DECEMBER?

It would make a great gift for grandparents (for older relatives).

Love Frank - blue theme for blue eyes - good choice

Sinatra is a good choice considering his affiliation with Vegas and the Brat Pack. I like the connection.

The graphics are great. I think it would stand out as easy to identify as being the "Sinatra" ticket. Great marketing.



# Dislike about Sinatra – comments

(instant)

Do not like promotions or tickets using dead people. Does state have to pay money to Sinatra estate for use of his name? Money could be spent elsewhere on another type of ticket

Does Sinatra's estate get paid for licensing frank's image? I don't like that

Don't like the name. Like Frank Sinatra but not enough to want CD set

Frank is dead.... only very old people would be attracted to this ticket

Frank Sinatra -- I like his music, but I'm not buying a ticket with his name and face on it. There's something about a ticket dedicated to one person that is utterly unappealing to me. Who's next? Is it a run-off between Dean Martin and Gandhi?

Frank Sinatra doesn't belong on a lottery ticket

I am 31 years old, and I like Sinatra, however, I think a lot of younger people could care less about him. They'll know him from their parents or grandparents and might buy this ticket as a gift. I think this is a great ticket for the older crowd.

I am a Sinatra fan, but I think it brings up the rat pack and the dark side of gambling.

I can hardly recognize that the symbol is a microphone and what does Sinatra have to do with MA lottery?

I don't care for tickets based on TV shows or celebrities

I don't like Sinatra. Cheers was based on a bar in Boston so people can relate to it from this state. Why Sinatra???

I don't like the real-life themed tickets and I'm certainly not interested in any Sinatra CDs.

I don't like the Sinatra theme or any of the tv/hollywood themes, its not necessary for the lottery to pay for those extra licensing and the silly prizes of prize paks - its better to just put it all back into payouts of cash

I would not want to win a "Sinatra Bundle" I buy lottery tickets to win Cash not Prizes.

Many people were not a fan of his. His purported connection to the "Mob" could also be a detriment to people who are aware; older people especially. Could convey a feeling of "Criminality" even "Loansharking" to a certain demographic. Again, his reputation, which was not always good, could hurt with a specific demographic.

Obviously targeted to old players. Instead, why not take the money you had pay to license the Sinatra name and likeness and put it into the mid range prize pool

Sinatra is too identified with New York, not Massachusetts

Sinatra's alleged association with organized crime figures (Mafia)



# What should be changed in Sinatra - comments

Instant

Add a Vegas trip to the bundle to stay in Sinatra style

Cash instead of the Sinatra Bundle if you didn't want it

Change who the ticket is about. An Aerosmith ticket, or some other Mass. entertainer would be more relevant.

Do away with the Bundle, I don't have a CD player. How many older people have CD?

Don't offer the Sinatra Bundle.

Drop Sinatra. I think tie-ins are best left with sports teams...and other tickets work fine with imaginary concepts, not linked to real-life things. When you link to real-life things, you have to think about how people will associate. Wild Millions has no association, so no customer bias. If people don't like Sinatra, they probably wouldn't care to buy that ticket. It works for sports in MA because of the fan base, but I wouldn't extend it to TV or celebrities.

Everything - I don't think scratch tickets should be based on dead celebrities

Frank Sinatra. Again, a great singer, but not a draw for a scratch ticket.

I don't care for the name, I don't believe it would sell very good. Maybe changing the name to "Fly Me to the Moon" or "Old Blue Eye Bucks". Also I have won several of the "prize packs" on Texas Hold Em and Red Sox etc. I would much have rather won cash and the prize or just simply cash. I am buying them to win money not stuff I end up selling on craigslist.

I would not want to win a "Sinatra Bundle" I, like everyone I know, buy lottery tickets to win Cash not Prizes.

Maybe have a "blue eyes" symbol to match and win all 10 prizes

Pick a person that more strongly identifies with Massachusetts, not New York or Vegas

The hats should have been the microphones instead.

The value of the Sinatra Bundle could be increased with some sort of a "Rat Pack" bonus

You can change the bundle so the winner gets to pick their favorite artist or win a spending spree for online music or something. You need to draw the younger crowd. If Sinatra is the only music people win, I don't think many will buy this ticket.

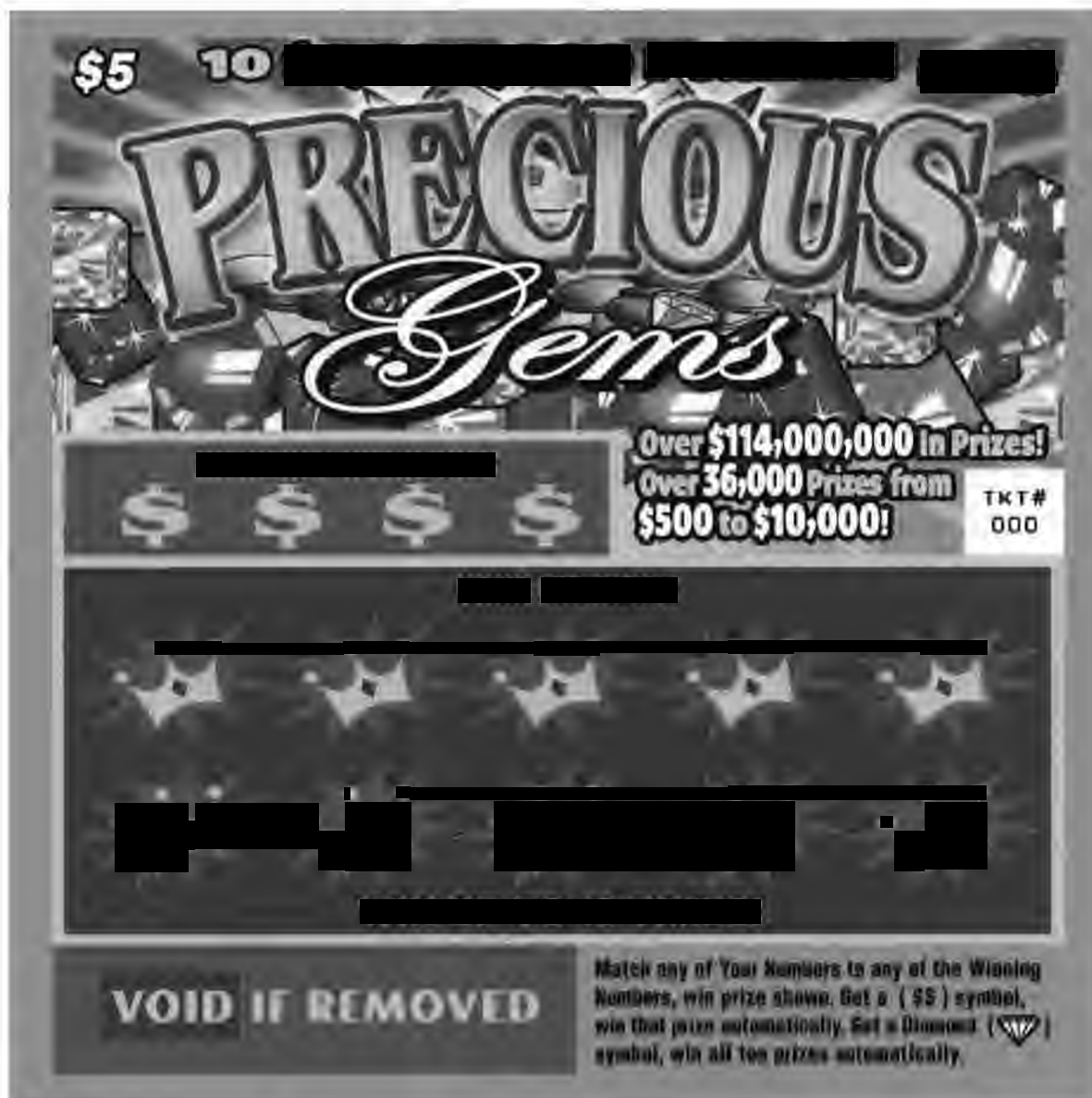
Instant



## \$5 Comparison Games

# Precious Gems

Instant



# Precious Gems - Ratings of Elements

Instant!

## PRECIOUS GEMS - Ratings of Elements (7 point likert scale)

On average, between 60%-80% of respondents scored these elements a 5,6 or 7.

The scores were strong across all elements of the ticket.

The respondents were especially positive towards the bonus feature.

Method - Match your numbers to winning numbers, win prize shown

Callout: "Over \$114,000,000 in prizes"

Callout: "Over 36,000 prizes from \$500 to \$10,000"

Callout: "10 \$1,000,000 prizes"

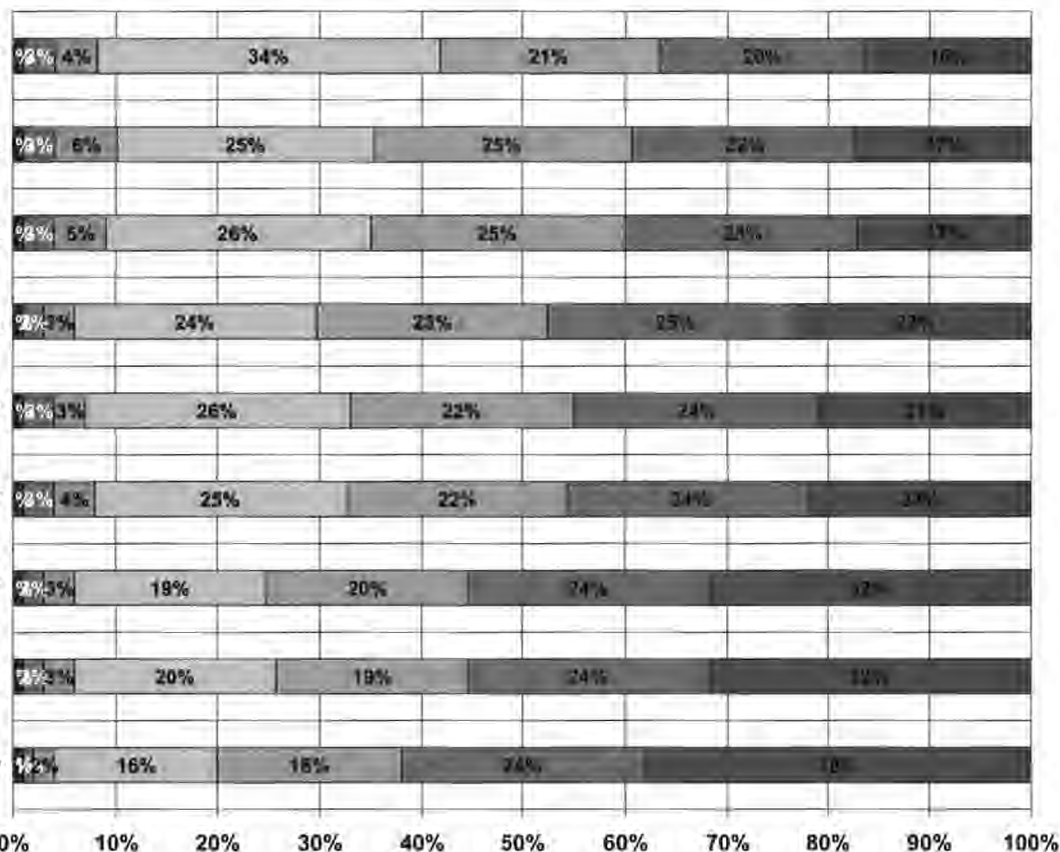
Callout: "Win up to 10 Times"

Bonus: Get \$\$ win automatically, Get diamond - win ten prizes automatically

Name: "Precious Gems"

Colors

Design layout



Strongly Dislike (1) (2) (3) Neutral (4) (5) (6) Strongly Like (7)

# Wild Millions

Instant



# Wild Millions - Ratings of Elements

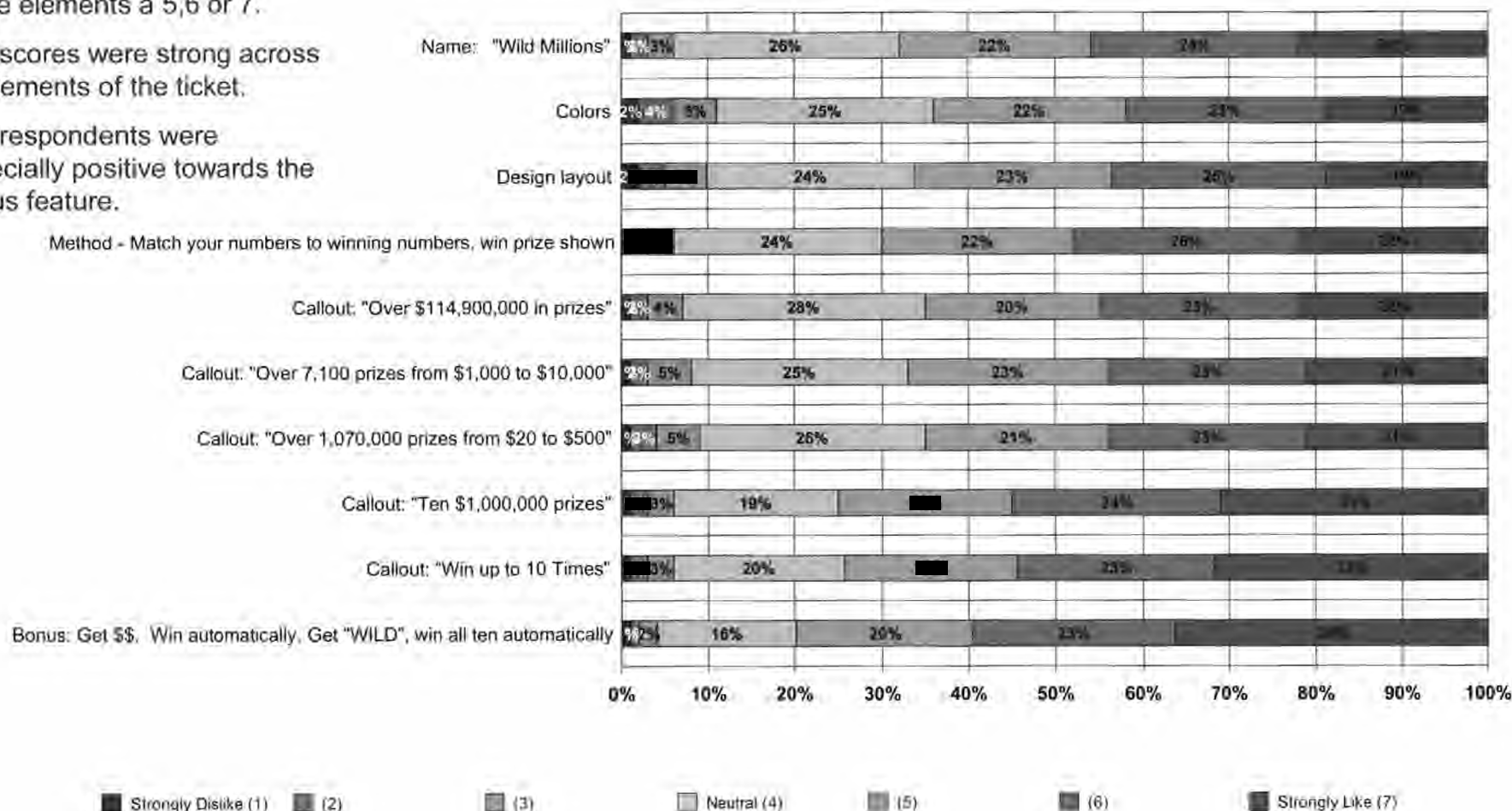
Instant

On average, between 60%-80% of respondents scored these elements a 5,6 or 7.

The scores were strong across all elements of the ticket.

The respondents were especially positive towards the bonus feature.

## WILD MILLIONS - Ratings of Elements (7 point likert scale)





# \$5 Game Ratings

Instant

If the <b>Sinatra</b> game was offered by the Mass Lottery, would you play it?	Base	Gender						Spend each time			Frequency		
		Total	Males	Females	18-34	35-54	55+	\$1-9/ time	\$10-19/ time	\$20+/ time	1/Mo or less	2-4/Mo	2+/wk
	1659	1659	903	756	115	964	580	326	495	838	171	457	1031
I do not like it and I definitely would not buy	19%	19%	21%	15%	24%	20%	16%	20%	17%	19%	27%	17%	18%
It is ok, but I probably would not buy it	20%	20%	19%	20%	24%	21%	17%	21%	21%	19%	23%	21%	18%
It is ok, and I possibly would buy it	24%	24%	23%	24%	23%	24%	23%	28%	23%	23%	23%	22%	25%
I like it and I would probably buy it	24%	24%	23%	24%	15%	22%	29%	20%	24%	25%	19%	25%	24%
I love it and I would definitely buy it	14%	14%	12%	16%	14%	13%	15%	11%	15%	14%	7%	15%	15%

The <b>Precious Gems</b> game has been offered by the Mass Lottery, did you buy it?	Base	Gender						Spend each time			Frequency		
		Total	Males	Females	18-34	35-54	55+	\$1-9/ time	\$10-19/ time	\$20+/ time	1/Mo or less	2-4/Mo	2+/wk
	1659	1659	903	756	115	964	580	326	495	838	171	457	1031
I did not like it and I did not buy it	3%	3%	4%	2%	3%	2%	4%	4%	2%	3%	5%	3%	3%
It is ok, but I did not buy it	28%	28%	28%	28%	37%	26%	30%	40%	31%	21%	67%	42%	15%
It is ok, and I have bought it	34%	34%	37%	31%	29%	34%	37%	33%	35%	35%	14%	30%	40%
I like it and I have bought it	28%	28%	27%	30%	23%	32%	23%	18%	27%	33%	11%	22%	34%
I love it and I have bought it	6%	6%	4%	9%	8%	7%	6%	5%	5%	8%	2%	3%	9%

The <b>Wild Millions</b> game has been offered by the Mass Lottery, did you buy it?	Base	Gender						Spend each time			Frequency		
		Total	Males	Females	18-34	35-54	55+	\$1-9/ time	\$10-19/ time	\$20+/ time	1/Mo or less	2-4/Mo	2+/wk
	1659	1659	903	756	115	964	580	326	495	838	171	457	1031
I did not like it and I did not buy it	4%	4%	4%	4%	8%	3%	5%	5%	4%	4%	8%	5%	3%
It is ok, but I did not buy it	27%	27%	24%	30%	34%	26%	26%	40%	27%	21%	74%	39%	14%
It is ok, and I have bought it	32%	32%	36%	28%	28%	31%	35%	30%	33%	33%	12%	26%	38%
I like it and I have bought it	29%	29%	30%	29%	26%	32%	26%	20%	29%	33%	4%	25%	35%
I love it and I have bought it	7%	7%	6%	9%	4%	8%	8%	6%	6%	9%	2%	5%	9%

	BUY RATING SCALE												
Sinatra	50	50	45	53	42	46	55	43	51	50	34	51	51
Precious Gems	43	43	40	48	40	47	40	33	41	50	16	32	54
Wild Millions	44	44	45	46	36	48	45	35	43	51	10	36	54

The above table shows a significantly higher percentage of respondents have strong feelings, both positive and negative, about the Sinatra game in comparison to the existing \$5 games.

The Buy Rating Scale indicates that the Sinatra game would sell well among very loyal followers.




# First, Second, Third choice to play



- ✓ Respondents were asked to rank order each of the three games as to which would be their first choice, second choice and third choice to play.
- ✓ Wild Millions generally came in first, Precious Gems second, and Sinatra a distant third in most demographic and play behavior market segments.
- ✓ Sinatra is a niche game. As such, more than one-half indicated that among the three games it would be their third preference to play.
- ✓ Sinatra appeared to come in second place among those 55+, but even among them almost one-half ranked it third.

RANK	Base	Gender			Age			Spend each time			Frequency		
		Total	Males	Females	18-34	35-54	55+	Light \$1-9	Moderate \$10-19	Heavy \$20+	1 / month or less	2-4/Mo	2+/wk
	1659	1659	903	756	115	964	580	326	495	838	171	457	1031
Precious Gems - 1st	33%	33%	29%	37%	37%	36%	28%	34%	31%	34%	33%	30%	34%
Precious Gems - 2nd	41%	41%	42%	39%	43%	41%	40%	38%	43%	41%	42%	41%	41%
Precious Gems - 3rd	26%	26%	28%	23%	20%	23%	32%	29%	26%	26%	26%	29%	25%
Wild Millions - 1st	39%	39%	42%	35%	40%	39%	39%	40%	39%	38%	34%	39%	39%
Wild Millions - 2nd	42%	42%	41%	43%	36%	42%	42%	43%	39%	43%	42%	41%	42%
Wild Millions - 3rd	20%	20%	17%	22%	24%	19%	19%	16%	22%	19%	24%	19%	19%
Sinatra - 1st	28%	28%	28%	28%	23%	26%	33%	26%	29%	28%	33%	31%	26%
Sinatra - 2nd	18%	18%	17%	18%	21%	17%	18%	19%	18%	17%	16%	18%	17%
Sinatra - 3rd	54%	54%	54%	54%	56%	57%	49%	55%	53%	55%	50%	51%	56%

Instant



## Demographics and Play Behavior

# Demographics – Education

Instant

	Base	Gender			Spend each time			Frequency			1/Mo or less	2-4/Mo	2+/wk
		Total	Males	Females	18-34	35-54	55+	\$1-8/ time	\$10-19/ time	\$20+/ time			
Base	1000	2083	1145	938	139	1193	751	431	574	1043	277	586	1185
What is the highest level of education you completed?													
Did not graduate high school	1%	1%	1%	1%	2%	1%	0%	1%	1%	1%	1%	1%	1%
Graduated high school	25%	25%	22%	28%	21%	25%	26%	21%	25%	26%	16%	23%	28%
Technical / trade school / Jr college or some college	41%	41%	43%	40%	32%	43%	41%	42%	41%	42%	38%	39%	44%
Graduated 4 year college	21%	21%	22%	20%	35%	21%	19%	23%	22%	20%	30%	24%	18%
Graduate / professional school (after bachelor's degree)	11%	11%	12%	11%	9%	10%	14%	13%	10%	11%	16%	14%	9%

✓ A higher percentage of 18-34 year olds have graduated from a 4 year college compared with those 35 and older.

✓ Respondents that play less frequently tend to be higher educated.

# Demographics - Income



	Base	Gender			Age			Spend each time			Frequency		
		Total	Males	Females	18-34	35-54	55+	\$1-9/ time	\$10-19/ time	\$20+/ time	1/Mo or less	2-4/Mo	2+/wk
Base	1728	1728	990	738	124	1012	592	334	476	891	209	478	1014
HH Income													
Under \$35K	12%	12%	10%	15%	15%	10%	13%	14%	14%	10%	10%	11%	12%
\$35K-\$75K	41%	41%	39%	44%	42%	39%	45%	45%	43%	39%	35%	41%	43%
\$75K+	47%	47%	51%	41%	43%	50%	42%	41%	43%	52%	55%	47%	45%

- ✓ Males and those 35 to 54 tend to have higher household income.
- ✓ Those that spend more each time they play and those that play less frequently tend to have higher household income.

# Demographics - Price Points Played



	Base	Gender						Spend each time			Frequency		
		Total	Males	Females	18-34	35-54	55+	\$1-9/ time	\$10-19/ time	\$20+/ time	1/Mo or less	2-4/Mo	2+/wk
Base	2048	2048	1131	917	138	1174	736	431	574	1043	277	586	1185
Which priced Instant Scratch tickets have you played?													
\$1	43%	43%	38%	49%	39%	46%	38%	58%	48%	34%	36%	36%	48%
\$2	64%	64%	58%	71%	63%	66%	62%	79%	72%	53%	48%	59%	71%
\$5	81%	81%	80%	82%	83%	82%	79%	76%	86%	80%	62%	78%	87%
\$10	71%	71%	74%	68%	76%	73%	68%	40%	73%	83%	47%	67%	79%
\$20	62%	62%	66%	57%	64%	63%	60%	30%	48%	83%	38%	57%	70%

✓ Females are significantly more likely to play the \$1 and \$2 games and Males are significantly more likely to play the \$10 and \$20 games.

✓ The more frequent the player the more likely they are to play higher priced point tickets.

# Conclusion



- Licensed properties would normally be considered niche games, since their positioning is to target and perform well with very specific market segments. Both of these games appear to reach a broad range of their respective target markets and tested fairly well compared to the average and excellent performing core games in their price points.
- These licensed properties offer the opportunity to spark interest by way of rekindling nostalgic memories. They create point-of-sale demand with their instant recognition and design appeal.
- As a note of caution, while respondents rated their likelihood to buy Cheers and Sinatra higher than their actual play behavior of the core games with which they were being compared, the rank order slides indicate that respondents would generally prefer to play core games over Cheers and Sinatra. This mixed signal indicates the niche market nature of these games.
- Therefore, a recommended strategy is to offer them for a "limited-time" creating an additional incentive for those lottery players that are attracted to these games to buy them frequently before they are gone.

## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=2

## Why is this game your first choice?

I like the 3 plays for \$2 with the higher payoff

More plays for less money, with a bigger potential payout.

best value.... more interesting

BIGGER JACKPOT, BIGGER JUMP IN PRIZES WHEN JACKPOT DOESN'T HIT

More Bang for the Buck !!

better money if you win on just a few numbers

I just like it better more plays for your money

Seems like a better value for the \$2

I just like that idea

Most bang for your buck.

More plays for the money

Size of the overall jackpot. Size of the rollover Jackpot.

bigger jackpot

Like the payouts and chance of winning

payouts seem better

Better/more chance of winning decent sum.

First there the player gets three chances to play for the same price as today's Winfall and second, the rolldown is greater than option C.

Better value

higher payouts.

in the roll down prizes are 10 times the regular prize

higher jackpot than game c. I do not believe as many people will play with a 250,000 jackpot. People play these games for the hope of winning big. Even if the prizes that someone is more likely to get is higher or jackpot down, odds up scenario.

opportunity to win more money

Seems to be more opportunity to win

Prizes are bigger and better chances

more plays for your money

Bigger carrot!

just sounds right

More affordable

I just think it would be more interesting to play that way

more plays for \$



## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=2

Why is this game your first choice?
don't really play, but may try
Like more chances to win
Bigger jackpot
I LIKE THE IDEA OF HIGHER PAYOFFS FOR LOWER PRIZES.
Like the higher starting jackpot
it is a little better than the original and much better than option c
seems like the best shot to win money. I would only play after the \$2 million mark is reached
you get more games with more chances of winning while the amount stays the same as current
I LIKE CHANCES BETTER.
n/a
A better chance to win
Seems more exciting with a greater total prize
once it hits 2 million prize amounts go up on the lower hits and will give me a good payout for playing A chance of getting better money for matching some of the numbers which is still a great longshot.
payout
Seems better opportunity to win something... even \$2.00
I have never played this game. Reading this option caught my attention
Does not matter, never win anyway
larger jackpot
I LIKE THE ODDS
I like to pick my own numbers
makes the most sense to me
Like the higher jackpot
It seems like a better game
You get 1 more play for your money.
Having 3 plays for \$2 gives a slightly better chance of winning for less money spent.
More plays for your money and more of a payout
The total prize money \$2,000,000
2 dollars is too much for a lottery drawing. it gets too expensive to play all the games in the course of the week
\$2 Million is better than \$1 Million
Hopefully it is better odds at the end...

## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis... Why is this game your first choice?

Filter... Q4=1 and Q15=2

## Why is this game your first choice?

Higher payouts possible

It seems like you have a better chance of winning something. I have noticed that with the CURRENT Cash Windfall no one is winning anything. I am sick and tired of these losing games. Stop cheating the public. In New York everybody from ALL neighbo

More \$\$ to win.

More chance to win.

better odds

Seems like better odds

you get more chances to win for \$2.00

It seems like your odds might be slightly better than the original game.

more chances for winning

Better Possible Payout

larger prizes

seems like the best value

it seems like the odds would be better. The main reason I don't play this game is because it is \$2 and no one I know ever seems to win anything.

Like the higher payout.

just looks like a good choice

more options, feel more players will do and increase the pot size

higher winnings 3 tickets for \$2

bigger payoff

It's a better game!

I like the 3 for \$2

Nice option to win

better max prize

Having 3 plays gives me more opportunity to win

appears to give you a better chance for the same investment

Chances appear better. I do not play Cash Windfall until the jackpot is \$2million, as odds are too low

better odds

sounded better chances

In my opinion I think it is the best value for the money that you would have to invest.

more chances to win for your money

More money

## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis,,: Why is this game your first choice?

Filter,,: Q4=1 and Q15=2

Why is this game your first choice?
I like the odds and payout
better chances no one ever wins the damn thing its a waste of money
More exciting than other 2 options
\$\$\$
It seems like it would have a better win total.
Better non jackpot payouts
yes
Better Value
I like it better because it has good odds
Larger prizes
better pay-off
because the prizes are higher when matching less numbers
First of all, I really don't play this lottery game at all. I just figured the \$2 million roll down would be better.
Feels to me like there may be a little better chance of winning something. I only play when the pot is a million up!!!!!!
less complicated, both to think about and to understand how it works. The concept doesn't have a "fun" feeling about it. Feels more like a complicated math problem
larger payout
give you better odd for win and more chance to win more money
Getting more numbers makes the odds feel better
better payout
Higher amount before rolldown, 3 for \$2
cost
More chances to win with the same level of prizes
I like it
BECAUSE I LIKE THE IDEA OF THE ROLL DOWN AT 2 MILLION AND ALSO THE IDEA OF GETTING 3 BETS FOR 2 DOLLARS EVEN THOUGH THE ODDS GET HARDER TO WIN!
You are getting 3 plays for \$2.00 which adds a bit of excitement and waiting for the numbers to finally come out gets you heated up a bit.
like the odds
More plays than option a and more money than option c
cost for plays odds and amounts able to win
the value of 2 quick picks plus the 2 million limit prize structure
I THINK THAT AT LEAS IT GIVES THE CONSUMER THAT THEY HAVE A BETTER CHANCE OF WINNING A LARGER PAY OFF.

## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis: Why is this game your first choice?

Filter:..... Q4=1 and Q15=2

## Why is this game your first choice?

no good reason

more numbers to pick

na

option b gives you 500,000 payout and 50.00 for two numbers. the odds are better to win a small prize, I would be happy to win a smaller prize. I like this option the best. I will play.

Seems like you have a better chance of winning.

that's the one I like.

the winnings are the highest and you get more plays for your 2.00 dollars.

\$2 million instead of \$1 million

the option to win more money

Even though extra numbers, the pot is larger

even with a small win you win something

odds look better

Value

more potential

more for your money

higher winnings in lower levels

I like the way that it sets up.

You need to keep the roll down amount so that the last jackpot payout is big. If you have a true understanding of the game you are better off increasing your bet on the game that pays off the most. Not sure if I am explaining this correctly. Please c

seems better

Larger prize

when you only do quick picks getting an extra 2 picks are great

better options

Like the chances of good payouts when it rolls over.

Bigger jackpot, though lower chances I'd think. Still more bang for your buck.

you can win more money

you get three plays instead of one play

More chances and better payout

More play for the money.

I like odds

I like the new payout options. Of all the Mass Lottery games I hate Cash WinFall the most, mainly because it cost more than any other game and the payout is lower as a result.

## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis... Why is this game your first choice?

Filter..... Q4=1 and Q15=2

## Why is this game your first choice?

might be a better chance to win

will play \$6 a week for 9 plays

All are pretty much the same- mass lottery is not what it used to be

\$2 million roll down n would be bigger payout

more money on rolldown amount

Size of prize

top prize

more of a chance to win

seems like more of a chance to win

sounds like better chance to win

you get more for your money. the other way it seems like no one ever wins

would prefer larger jackpots

It seems like better odds.

Don't care for it at all, you made me pick one

seems a better bet

Dislike this choice the least

the payoff is better for the money

more options just like the odds and the prize structure

I like the payouts

Like the payout

more money, more plays

Maintains the roll down

better odds of winning, more chances for the same \$2 you now pay for only 1 chance

seems like it's more worth the 2 dollars and the 2 million roll is attractive. I still like the \$1 games better, but I'd be more apt to play if I were going to get more chances for the 2 dollars

like the 3 for \$2

Get two free pics but doesn't start at \$250,000. That would take to long to get to the Rolldown if no one wins.

looks to be a better chance to win

sounds just a little better.

more money to win, more chances for the same price

more plays for the money

## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=2

## Why is this game your first choice?

Just seems like the odds would be better, as well as pay more.

More plays for your money and when the game maxes out the jackpot rolls down if not won.

you get 3 plays for \$2.

Better Odds to win, with the same pay out option.

Sounds like getting a better chance of winning at least something.

more plays same money

I like the \$2million jackpot roll down

It seems to increase the odds to win without spending more for the same level prizes of the current option.

more numbers &amp; 3 plays for \$2.00

more plays, same money, got me.

Better in my opinion for the money

because you get 3 plays for 2 dollars and the roll down is still 2 million

I like the additional quick picks for the same price, and the jackpot is larger

I like the free extra chances while keeping the concept the same.

more payout for matching numbers

The winning amounts.

I like the 3 for \$2 with the additional quick picks and the roll down option

it seems like better odds for a larger cash payout. i always like a game that is structured like that.

dollar amount of prizes

sounds reasonable

more money option

The amounts it pays off for numbers chosen

more attractive payout

it still plays about the same but you get more play for your money

More plays for the money

Sounds like the better option for winning something

Higher payout and 3 plays for \$2

I like it

MORE PAY OUT

It dosen't really matter. It is usually hit before the money rolls down



## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=2

## Why is this game your first choice?

Larger payout

more chances to hit some of the numbers

more chances for your \$2 - maybe the odds of winning something would be better ( I never have won anything on Cash Winfall)

best bet for the money

Because the prize money still stays the same but it is 3 plays for \$2 as opposed to one play for \$2.

more value for your dollar

I like the roll down part of this game and I like getting more plays

like the option

More chances and more dollars

Seems like higher payout

its like buy 2 get one free

Gives more of a chance to win and better money

Just picked it--don't play that game and probably never will

Everyone gets a good share of the money

I Like Having Three Chances For Two Dollars

higher prize awards for lower tier prizes

better chance to win

Some good parts of the old game are kept.

why bother,, not like anybody actually wins

more money

I like the 3 plays for \$2, 48 nos is only 2 more and the payoff is better.

The starting jackpot is higher than C,, similar to what it is now, but more for your money

Seems to be a better (misspell intended) deal

idk

Quick picks seems to win more often than chosen numbers, it may give more players a better chance of winning something back. I feel this choice would make it more popular. Winning even small amounts more often will keep the interest going in this game

Assuming the three plays for two dollars with the same payout the odds appear better for a winner on a single purchase

Just think the more plays the better. DO NOT like the \$2 game and only play when it is at the two grand mark. I am a regular lottery player & see that many folks feel the same way as I do. Only buy when it is at it's top level

The 2 extra quick picks for the same price

less #s more chance

better odds with more plays



## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=2

## Why is this game your first choice?

Pay out

It's easier for me to understand and it seems to have better odds of winning.

You have more numbers and a lot of people play their birthday and age, so at least I will be able to play my age.

2 million dollar pay out

Sounds like better odds?

More chances to win in my appon

The \$2 Million rolldown payouts are better and will attract more players which in turn will get the jackpot to \$2 million quicker. The 3 plays for \$2 is a strong attraction and is exponentially better than 2 plays for 2 bucks.

Highest amounts for minimum prizes. You'd be lucky enough to win, never mind whether the game has been won recently or not, so I'd want the highest amounts possible if two people won two drawings in a row.

EVEN WITH MORE NUMBERS I GET AN EXTRA CHANCE AND MORE MONEY IF YOU GIVE THE LUCK I NEED TO WIN.

because one would get an extra play for their money

the 2 million

B stands for my name Brian

3 rolls for the price of 1. I think it would be a better game if it was \$1 like the others.

Most money won most plays

higher payouts even though you added two more numbers and the odds may be a bit lower

bigger payout for your money

It seems more logical to me

higher winnings

YES

Larger pot to win with only 2 additional #'s to choose from.

more options to win

the higher jackpots

more chances to win

THE EXTRA TWO QPS MAKE IT APPEAR THAT WE ARE GETTING BETTER CHANCE TO WIN IF YOU DO THIS AND ADVERTISE THE PRIZE STRUCTURE WHEN IT REACHES 2 MIL. IT WOULD BE GOOD. RIGHT NOW MOST PEOPLE I KNOW ONLY BUY WHEN IT'S CLOSER TO 2 MIL.

better prize

3 plays for \$2 is better than 1 play for \$2

Looks like more chance to win

Don't really like the current \$2.00 per play, even though the odds are better than the other games, winning is still so unlikely. I like Option B because I like the idea of getting 3 plays for the same \$2.00, even though the odds of winning decrease

Larger payoff. With numbers increased to 48, more opportunity to reach 2 mill

## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis: Why is this game your first choice?

Filter: Q4=1 and Q15=2

## Why is this game your first choice?

It sounds best to me.

I like the higher amount and I like the 3 for 2

3 FOR 2

People usually respond when the prize is larger, even though the odds are greater with this game, if players "think" they are getting more "bang for their buck" they will play. On the other hand people like instant gratification, they want to see that

Bigger prizes

Still a good payout and more chances to win

seems like a new way to go

The payouts seem greater.

better odds

just like the format

more plays for the money

more money

I like it

More chance to win a little bigger prize for the initial bet.

easier options

better jack pot and more bets for less money

?

it just seems to be fairer

More chances for you money! Option B is only 1 million. 2 million is almost enough to retire!

Better chances

I like the idea of multiple plays.

more plays for \$\$

get an extra play for the same win amount

Bigger jackpot

Because it gives you more numbers to choose from. I like the three plays for the 2.00

More bang for the buck...)

just like it

it seems to offer a fair chance to win more, without costing more

by adding 2 more numbers the roll down should happen a little more frequently

extra play ticket and the raise in jackpot at 2 million

## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=2

## Why is this game your first choice?

something different

more play for the money.

I like the idea 3 plays for \$2

you get more games for the money

Higher rolled down amount and more plays for \$2

better chances of more prizes.

I think it gives a good chance to win larger sums of money

Like more plays for \$2, like more money rolled down

seems like the better chance to actually win something bigger than a free ticket

I like the amount of plays

More chances to win and you still have a chance at the jackpot, and roll down

more money to win with more options

better chance of winner

better odds

It's more money.

I think for a \$2 bet you get a better payout and increase in your odds with the two picks and one quick pic. Added value with the roll over.

I like the 2 quick picks and the prizes are more than option c

chances might be greater

Sounds like more of better chance with the game of winning.

You win more money for starters and you get 3 plays for \$2.00, which is pretty awesome in my book. :) So, I have a better chance at this than any other option.

I like the roll down that option b offers

it seems to be best option

I still don't understand this game. it seems like too much money and I don't see any results.

More Bang for the buck :)

Like the odds plus adding just 2 more numbers will still give players a good chance of winning.

it doesn't seem as expensive as before. and you get 3 chances instead of one. I also like the prizes

Because it appears that you have a greater chance of winning, as there are three chances for \$2. And I like that the smaller prizes can grow significantly.

a better shot of winning something

More bets for money and more numbers means better chance of it not getting hit before reaching 2 million and rolling back numbers needed to win

Because you get up to 48 numbers, and 3 plays for \$2, its more balanced between the other 2 options.

## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis... Why is this game your first choice?

Filter... Q4=1 and Q15=2

Why is this game your first choice?

payoff breakdown

bigger prizes: people play for MONEY: start at 1 million hold (2-4 draws) then start to move to 5 million then roll down. adjust field as needed. 1 play \$2.

seems more opportunity to win/odds better.

It seems to have better odds for the person playing.

More money in the long run and better odds money wise.

becausew i think it gives more of a chance to the players.

money per bet

I think the odds will be better.

I like that I get the 3 chances to win for \$2.00 that appeals to me, &amp; I like that better than the way it is now. not too keen on option C. Just doesn't appeal to me.

More value for your \$2 wager

I think it's more money for equivalent odds, but I didn't see the odds listed here. I choose a game based on the size of the jackpot first, then odds. For small jackpots like this at such a relatively high cost to other games, it's not really attractive.

like then concept better

With the extra plays it gives one more chances to win and leaving the jackpot at 2 mil. is better than 1 mil.

YOU HAVE MORE NUMBERS TO PICK FROM, AND THE PAYOUT SEEMS BETTER.

better value

most chances to win and better payouts

The whole concept

Actually I dislike them all, but that was not an option.

just what i'd like

There all bad as far as I'm concerned it's confusing and the format is foolish. How many ways can you rehash megabucks?????????????

Better playoffs

There all bad as far as I'm concerned it's confusing and the format is foolish. How many ways can you rehash megabucks?????????????

There all bad as far as I'm concerned it's confusing and the format is foolish. How many ways can you rehash megabucks?????????????

Better playoffs

Seems to be a more reasonable choice for a \$2 bet. I'm not thrilled with the game as it is because it costs \$2 as opposed to the other games I play for a dollar.

larger winner payout

More chances higher payouts

appealing to me

They all suck. Never had any "luck" on pick a # games.

I like the higher end jackpot.

## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=2

## Why is this game your first choice?

the prize amount

I like the payouts better even if the odds of winning become less.

This option offers 3 bets for \$2 for a chance to win up to 2 million dollars, it seems like a better opportunity.

It appears to have a lesser chance of hitting a jackpot prior to 2Mil End-Over; (I like that), BUT, it has 2-unpicked Quick-Picks, which may give the prize structure away earlier, unplanned (w/lesser of a jackpot remaining) . It also appears to be a

good value, easy to understand

More chances to win a bigger dollar amount.

betterolyo,s

It doesn't change Cash Winfall that much. I currently buy 3 tickets for each drawing, so there would be some savings for me. Adding two more numbers (6 of 48) doesn't change it too much. Lowering the amount from 2 to 1 million in my opinion is too lo

more chances

more plays for your \$2.00 and I think a lot more people would buy the ticket

Easier options to follow for the game with more choices.

bigger grand prize payout for three plays

I like the roll down feature of Cash Winfall, and the current levels of payout. I do think that \$2 per play is too high, and I think that 3 for \$2 would definitely bring in more players.

Just seems to offer more value..... as it stands now I think the thought process may be way pay \$2 for a ticket with a max prize of \$2M when I can buy \$1 tickets potentially worth 10's if not hundreds of millions.

Top prize of 2 million..... lowest win (besides free bet) is \$50.... even though the odds change my perception doesn't

Bigger prize and better chance to win decent prize

amount of cash won for #'s matched

I like the 3 plays for \$2 that are my choice and the starting jackpot at \$500,000.

sounds better than the others

seems like a better deal

like the cash payouts with the extra tickets

It appears to have more chances of winning

higher prizes for just two added numbers

Sounds like a better option

you could win more money while you have more fun to play...

more bang for your buck

sounds like a better game

because it is more money and 6-of-48

More chances to win bigger pots

## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis... Why is this game your first choice?

Filter..... Q4=1 and Q15=2

## Why is this game your first choice?

Like payouts

more money

More chances, larger jackpot. Option A takes too long to reach the \$2 mil mark.

I like the appeal of it better

Easier to understand

40000 dollars on five numbers

because you will get 3 tries to win, and the payout after \$2million reached is better.

More for your money, more chances to win

I don't like any of the options but I had to choose one. People don't like the concept of a \$2 lottery ticket. You need to change it to one dollar for people to buy it.

I like the option of ten times the value for the lower prize levels when the top prize hits \$2 Million.

I like the jackpot starting at \$500,000 and the opportunity to pay \$2 for three drawings.

The cost for 3 plays and the larger pay out.

Like the payoff

I don't win anyway so it's just a different game to make it more interesting

Appears to be a better value

better payout

easier to understand and see the potential value of the game

Looks like best payout

like roll down

good size jackpot 1 mill. is too small

I just like the way this option is set up for pay outs

Value of getting 3 plays for \$2.00 and getting to pick your numbers. Option C has quick picks involved so I dislike that idea and the current Windfall game is too expensive at \$2 for 1 play.

I think it gives a better payoff!

no real reason

More plays for the same amount of money and the jackpot is bigger. I think the jackpot amount is what draws people in first, then the amount of money it costs to play.

don't really like scratch ticket games

It seems to be the better value. Times are tough and consumers would be better served with the best value.

there are better odds of winning

like the payoff

Cheaper per play and payout is good. Seems like more fun.



## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis... Why is this game your first choice?

Filter.....: Q4=1 and Q15=2

## Why is this game your first choice?

3 plays

It makes the game more exciting for me. I do better at getting 3 or 4 numbers than getting all six numbers.

pretty much the game is the same but you have more chances to win

Larger prizes for the roll down

Bigger payout

I like the fact that you get 3 plays for \$2.00 and the amount of monies you would be able to win.

More chance to win something

3 PLAYS AND ROLL DOWN DOESNT HAPPEN UNTIL \$2MM, I DO NOT LIKE CASH WINFALL GAME

I like the higher jackpot

higher payout

Seems to get the most chances for the money

3 plays for 2

seems reasonable

like \$40,000,00 match five

Maximum jackpot size

higher payout

think people would like this game more it would draw there att

I think it would be more agame that i think i might win

3 plays for \$2

best value/payout

I feel that is my best chance to win

increased cash payout

High win potential for less cost of ticket

Bigger prize equals more fun playing.

bigger prizes

SAME payout with 3 chances to win

Better odds of winning

seems like better odds

More chances to win and better prizes.

500,000 start amount good rolldown amounts once 2 mil. a 2 mil lottery is good for in state drawing and starts over again. It fits in well betw een mass cash and megebucks.



## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=2

## Why is this game your first choice?

more chances for the same money

My #1 dislike of cash windfall is the \$2 price tag. That aside, 3 plays for your money is better than 1. "B" has bigger prizes than "C". Option "C"'s progressive "until hit" jackpot makes it just another LOTTO game and it loses the identity that ma

I like it

I like the minimum win at \$500,000 and max at \$2 million. Also, it seems like a better value 3 plays for \$2.00

better chance to win \$2 million.

I like the 3 plays for \$2

I think the Roll Down monies make this game appealing.

bigger grand prize. I only play when it is going to windfall. Not much incentive to play when it doesn't windfall. Larger lower tier prizes.

B offers higher lower tier prizes and 3 plays for 2 dollars is exciting.

More Numbers involved plus less money being used to play

I like the 3 for \$2.00 bet and the 2 million \$roll down. I also like the Option C.

more bang for the buck

more chances of winning

with the odds of winning cash, starting at 3 numbers, the more it pays out gives the impression of a greater payout or odds for the money invested and the likelihood of of me putting the "winnings" back into the game in the hopes of having a better c

I like the idea of getting 2 more pics for \$2, I would look at it at getting 2 free bets for the price of 3.

2 more numbers to pick from

Money is tight. Same cash value as more expensive game. And you get two more chances.

Better second prize money

perceive a more opportunity to win

more games for your 2 dollars

like it

I liked the structuring of the game

It sounds good

more for your money

I guess part of the fun is checking the numbers when they're posted online or come across the TV. 3 sets of numbers just seems like it would be more fun.

They were all bad. It was the least worse of them all. I would never play either of the options.

the jackpot is bigger

better payoffs

you get more for your money

## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis: Why is this game your first choice?

Filter: Q4=1 and Q15=2

## Why is this game your first choice?

Feels like better chances to win

I like the two million roll down and the three for 2

the \$2 million roll down

Sounds good to me

Three plays for \$2.00 feels like I am buying two and getting one free. Also, the cash award is higher than plan c. If I am hitting five numbers, the payout should be significant.

better odds

odds

'Cuz.

\$50 payout for 3 matches

seems like bigger numbers all the way down on the pay outs

more plays for your money

Better payouts should you match numbers once over \$2 million

It maintains the high prize jackpot of the current Cash Winfall game, and the new 3 plays for \$2 system provides more opportunities to win.

If I were to ever get lucky enough to have 5 #'s I want to win a larger prize, Because it look so long to win. 30 years and only won \$1000 twice

It seems like more of a chance to win

I liked the payoff better

higher potential roll down. 2 million could be reached alot sooner and like 3 plays for \$2

I like when the lower prizes get larger

more chances for the same money and a bigger payout

More chances (# plays) to win for your \$2 bet.

better choice better winnings. One million changes your tax status with some financial gain. Two million makes it worth the new tax status.

Out of the 3 options, I think this one is the best odds and value for the money.

It seems to me that it is a bigger win for the customer

I like the distribution. Thanks.

the end jackpot amount (although sometimes it takes a while to get to that amount)

sounds like best value

More Picks but still big payouts.

more plays

appears better odds

better payouts if/w hen hit 2 million

## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=2

## Why is this game your first choice?

Like payouts
better odds
why not
odds seem better more chances to win
I like the chances of winning better
I guess its the three plays for \$2.00.
Best dollar value
three play seems better
More numbers more Money
\$2 million roll down
I like the change
BETTER ODDS
bigger prize payout
I prefer the larger jackpot, it's called inflation. If I want the best odds of winning a smaller jackpot, then I play Mass Cash and I do play Mass Cash every week. You have two games that are going after the same player and that is Megabucks and Cash
I'm not sure, but it seems to intrigue more than the other plans. THE BIGGEST PERCEPTION WITH CASH WINFALL IS YOUR OWN LOTTERY PAGE. Click on 'Winners' - and, as far as I can tell, no one has ever won a Jackpot. I'd like to work, rather than bet w/ it
Seems like the best value and most opportunities to win.
I like the odds
I like it better than the other two. I'm not a regular cash winfall game player and I don't think any changes will change that.
Seems to be a better value and more of an exciting prize structure
This is not my favorite Lottery game, but if you have to change it, this option seems better to me. The opportunity to win seems better with this option.
bigger jackpot, 3 plays is better than 1 for \$2
I don't like any of the choices, I don't like any of the \$2.00 choices for the draw games.
More chances to win for the \$2.00 plus not losing the opportunity for \$2 million.
It stills offers the rolldown and it just seems you get more for your money
Seems better winnings to win.
There is a better chance to win a larger sum of money.
I like the 3 plays for \$2.00 plus staying at the \$2,000,000 prize before roll down
A \$2.00 ticket should have won you \$2 million (if you can win it).
Like the possibility of being able to win a bigger prize once it's over a certain amount

## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis...: Why is this game your first choice?

Filter ..... Q4=1 and Q15=2

## Why is this game your first choice?

I really only play this when it is going to roll down. Otherw ise I feel it is a complete waste. Since Option B pays out more I would prefer that.

I like the 2 million dollars.

after paying taxes on 2 million you will at least make over 1 mil.

Because I could win \$50 for matching 3 numbers. It's hard but not as hard, and the prize winning is not bad at all!

higher jackpot and trickle down amount for only slightly higher odds

Because of the 3 plays for \$2 and the \$2 million roll down

na

LESS COMPLICATED.

seems like there would be more chance to win, even at matching 4 numbers you are only getting \$50. I don't play often because no one seems to win - ever.

I like the 3 plays for \$2 concept along with the current payout structure. I am getting 3 times the chance to win for the same cost.

sounds better

More plays for your buck

PERCEIVED VALUE PER BET.

just sounds right!

better odds plus I would play more if this option was available

because I think modifying this existing game people will feel like they are getting more for their money. Currently many people do not want to play this game because they feel it does not grow fast enough!! They wait until it hits 2 million!

no reason

the cost

higher payout.

I like the 3 plays for \$2 with the higher payouts than Option C

it sounds like better odds

more plays, more money

higher pay out.

chances to win more money with rolldown and increased play

to me its like getting one quick pick for free and the odds i think are better.

I like amount of Roll Down prize amounts

I prefer the \$2M payout and the 2 free quick pick tickets are a good addition.

maybe I will win something

because in my opinion it's big chance to win

More plays higher payout

## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=2

## Why is this game your first choice?

because the pot grows to 2 million i don,t think the extra 2 numbers would make that much of a difference

chance of larger prize

it has the better chance of winning something

seems u get more for your money

more chance to win

It just seems like the best choice.

Seems that prizes are more obtainable and that the jackpot is larger.

better odds of winning

I like the additional quic pick option and the larger payout.

I'm not sure. The problem with cash windfall is that it takes too long to reach 2million. At twice the price of the other types of drawings and the national games growing so fast it seems like a bad value.

a better pay off and a better chance to win

not shure

Like the odds and amount bet

the payout is better in my opinion

like it bettr

Sounds as if your chances for winning something are better.

BETTER CHANCE BIGGER PAY OUT

no reason

seems to have better payback

larger payout if you win

More plays and the same jackpot.

The roll down n pay-out is better than the current one.

more plays for your money

because its the same as old cash windfall just more plays for your money

more numbers

bigger payouts for small amount of numbers matched

i like yhe odds

I think that it stays wth the current cash windfall payout, but yet it gives it a new face lift.

though i can't see the big picture. but i think i love the winning the \$50 for the 3 numbers

more chances to win for the same price with the biggest prizes.

## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis...: Why is this game your first choice?

Filter...: Q4=1 and Q15=2

## Why is this game your first choice?

it sound better to win 2 millions and 3 plays sound good to

Sounds better - more chances to win

Better payouts

I'm not a big fan of change, but the increased amount of picks for the dollar is nice, even though the odds for winning are decreased (46 to 48).

gut feeling

amount of top prize

Because people like higher jackpots. Why would I waste my money on a lower jackpot. When it comes to a higher jackpot, you will notice Power Ball or Mega Millions has increased on the volume of players when the jackpot is high.

better than current format

value

At first it appears to be easier to understand and explain to my friends.

bigger pay outs

I do not play this game--too complicated.

better payouts IF you hit

It appears that there are larger payouts across all match sets

More interesting

More chances to win for minimal cost.

More plays, less numbers to pick from.

Because it is more similar to what we have now

I like the prize levels

who cares

Top prize is more money. I have yet to see a winner on regular cash winfall.

better pay off

because the cost to play 2 games is profitable as against the cost to play one game.

I like the top prize going up to 2 million.

sounds like a better set up

Because it gives you more of a shot to win for the same money

my picks + quick 3 for 2.00 2 million

Like extra free bets

Best Chance to win 2 Million

More money to be won.



## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=2

## Why is this game your first choice?

more plays for the money

I LIKE GETTING THE EXTRA 2 PLAYS FOR THE SAME MONEY .

the payouts increase when no one hits and you get three plays for 2 bucks

Higher payout

More chances longer lower tier payoff

seems like better \$\$

like the rolldown prize money

The only thing changing is it's a better value

You get more of a chance to win.

the higher pay outs

more money to win

more chances to win

not sure, just sounds good

Appeals to me more than others.

seems like the most bang for your buck

I like the 5 out of 6 payout

More plays for the same wager amount

less confusing

best value to win best prize

more tickets for your money, and maybe a faster way to 2 million

I like the extra quick picks and I still like the roll down from 2 million. Gives JPot a chance to build a bit.

I prefer the \$1 bet for large jackpot games.

more money better chance

the prizes are the same and the numbers are only going up by 2(46 to 48).

more pay off

the odds seem better with more numbers to choose from and better chances for payouts to more people

I don't much care for a \$2 play -- which is why I stick to the big games for a buck -- but the perceived value (3 for \$2 and going to \$2 mil) seems best on this game. At 3 for \$2 I would be more likely to play. Of course, I've never been good at ma

Extra quick picks, same jackpot

more chances to win for your \$\$\$ spent

more winnings



## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=2

## Why is this game your first choice?

it looks good

you get more chances to win getting 3 plays for 2 dollars. The regular game is fine for me.

First of all your odds are better and the name is catchy

same money, more chances to win, more fun. I have a question, new hampshire lottery sends me the results via e-mail each day, can Mass... do this?

It sounds more sensible.

i like the roll down n, 2 mil top prize and 3 plays for \$2

more plays for the money

more plays for the money

i like all of the options

I like the number of chances you have to win and the dollar amount of the big prize for a small investment.

Just a hunch but it seems a players payout potential is higher with the net effect of a higher payout when numbers are matched.

I do not like a \$2.00 play but feel the 3 for \$2.00 is a good incentive. The higher payout makes it more appealing

I don't like any of the options, the pay out is to low.

There is rarely a jackpot winner for \$2 million. there would be none for \$1 million - why play?

price

It sounds like you get more chances to win.

higher the pot better the prizes

balances increased odds with increased chances of winning something-retains winfall feature

I dont care. you made me choose.

just feels more exciting than reducing the grand prize

I like the roll down n to the 5 4 and 3 number winners - spread it around a bit. It's nice to win something even if it's not a life changing win ie, Megamillion's etc..

you get more for your money

?

The best of several bad choices

i like the odds

most bang for your money

Because you can have 3 plays and the jackpot is bigger

more money to win - don't like paying \$2.00 for one play

the game isn't changing much, but you have more chances to win

like it better

## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis.: Why is this game your first choice?

Filter.....: Q4=1 and Q15=2

## Why is this game your first choice?

Like to see high jackpots then they roll down. I like to get three plays for two dollars as opposed to one. I most generally choose quick pick anyway, so it does not matter if I get more quick picks. It will just increase my chances to win. It is als

bigger max pay out

I like the idea of winning \$2 million dollars. It seems like the easier of the three games to win.

???

slightly harder to win on, but better value for the investment

Higher 2nd prize amount

I like the chance in the quick pick

more money to win

3 plays for 2.00

I already enjoy Cash Winfall, and would enjoy it more receiving two free plays each time I play the game.

Appears to increase odds of winning.

seems like would have a better chance of winning

Getting 3 plays for \$2 instead of just one - better value and a little better chance of winning

I like the idea of getting three bets for the price of one.

I like the payouts for B

2 million rolldown is more inviting than a 1 million dollar roll down

You get more plays for your money.

Best value for the money.

although the numerical odds of winning would decrease because of the additional two numbers (46 to 48) the additional chances to win (3 for 2 instead of 1 for 2) and a larger prize would be more attractive

i like getting 3 plays for \$2 and having the possibility to win up to \$2 million.

I like the rolldown at 2 ml.

Odds better

I feel it is a better chance to win.

I like it better, something extra for us.

seems like the best deal

I am not really sure. I just like this one better than the others. I like the fact the JP is the same as the original game, but I am getting 3 plays instead of 1

better payout

I like the game in general as it is but to get more chances and a bigger payout is even better. Adding 2 more numbers from 46 to 48 adds to the game for me.

Better chance to win or at least some pay off

I think the value is better

## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=2

Why is this game your first choice?

Higher top end prize

Even though the odds 6 of 48 are slightly higher, the pay out for the same amount to play is higher.

The \$2 million rolldown is the reason I play this game. Without that, I wouldn't play at all. And I like the "3 plays for \$2" concept because it will increase the jackpot faster.

More "bang" for your buck. More plays, more to follow.

Option A was OK, Didn't care for Option C.

better chance to win more

I think it is a good strategy

more chances

it seems easier to win and win more . i could be wrong but

3 plays for \$2 and the 2 million

just a couple of more numbers for 2 million

it seems fair to me.

Better overall value for the money bet.

most plays in win the most money

I like the 3 plays for \$2

Most interesting of the three choices.

more money

More plays for the same money.

it rolls down at 2 million

cost

I feel I have a better chance of winning more ...

I like that it is almost the same as the original, but costs less. I wish the numbers would stay the same.

2 mil is a bigger jackpot. more people will play when the pot is bigger which means more for the state. doesn't really make too much of a difference to me.

Able to win a larger jackpot.

more plays for your money

better chance for winnings

it seems to be the best value

I like the odds for the money.

the most appealing for excitement.

More plays and more cash.

## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=2

Why is this game your first choice?

\$2 million

2 million dollars

Better chance of winning

like this option

Seems like better odds.

better payout schedule and love the 3 plays for 2.00

dont know

you get more money

seems like better odds

because it is like getting plays for free

I like the prize payout chart

better payoff

you have a better chance of winning more money even if you do not hit the jackpot.

better odds

like the larger 2nd prize

2 million roll down vs. 1 million and 2 additional quick picks

odds of winning seem better

Bigger payoffs and 3 plays

I think you would get a better price for you money

like the odds, and the 2 quick picks with one bet

Cost to play.

seems like a better payout

more chances to win for same prizes at same price

Payouts are higher and it would be more enticing. I would play that one before I would play option 3.

Nice change to original game. Option c is too much like the other big games with letting the jackpot grow until it is hit.

Love the increased value for the \$2 play with 3 chances. \$2 million roll down is better than \$1 mil rolldown or until someone hits. Option B I think would be a homerun of a game change.

BETTER VALUE FOR THE DOLLAR (NOT THAT I EVER WIN ANYTHING)

Makes more chances to win and better concept.

better pay off

Cheaper to play

## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=2

Why is this game your first choice?
seems like better odds and more chances for your \$2
I like the idea of 3 plays for 2.00
Chances to win /and the cost
Similar to original with higher prize for 3 match during roll down
I am so sorry I really ment option C but hit option b insted
The whole game is a waist of time, the prize structure is off, if your going to charge 2\$ for 1 play it should be a multiplier much like that of keno, woud add something different to the game it self. As it stands you have a different game every nig
Seems like fun
You get more plays for your money and the jackpot stays the same as the current game. With option C the payouts go down.
just seems to give more chances to win, even if it doesn't actually, one thinkd your getting more for your bet.
i like the idea
seems like im getting more play for my money and better chances to win big prizes
No Particular reason
Simple, but more chances
It maintains the best element of the current game, while increasing the amount of plays an individual has. Many people play steady numbers but add quick picks as the jackpot increases. This modification allow s a player the best of both.
the odds of winning something sounds better to me.
payouts are better
better value
It is more cost effective to the player, also it makes the level of winning more generous.
I am neutral
two extra plays for \$2    larger payout for fewer matches after 2million
It seems like the most value for the money and the prize payout is higher.
More plays, more money...
bigger jackpot
It's a bit more interesting, and there are more chances to win with one bet.
Larger payout w/ more chances.
Feels like Im getting more for my money
seems like good chance of getting something will still a good chance of high jackpot
seem like a better chance of winning
more value for the money, I would get 3 chances to win rather than 1

## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=2

## Why is this game your first choice?

More appeal

I picked this cause there was not a choice of what I disliked

more chances

Lesser of 3 evils. They're all boring with far too few payouts and far too small. Horrible!

You get more chances for the price.

Spreading the wealth for the little wins.

more money you can win on this format

It seems like there is more incentive with the \$2m rolldown.

Like the odds better and the prize.

Seems like the best option.

In the middle of each other options!

I just like the concept of it.

better odds

Better chance of winning.

Although the numbers field increases by two, the potential winnings/jackpots also increases. Plus, this option is more 'Cash Winfall'-ish. It appears to be the same theme as Cash Winfall, with increased potential.

More numbers to choose and best option to win

Yes

I like the 3 plays for \$2 and the \$2 million roll down

More chances to win even though the odds decrease with more numbers in the draw while keeping a larger top payout.

Clearer perception of reward

I am not playing Mass Cash at this time, but without spending any time analyzing the options in any great detail this seemed like my choice if I were to play.

I think the payout means a lot, and although the addition of 2 numbers in the pool drastically changes the odds, it really does not matter to the average players perception. "I will win with my numbers" The 2 extra plays will make it a little bit more

get more for your money.

2 mil roll down, bigger jackpot

more fun

I like to pick my own numbers

I like the three plays for \$2.

More bets for your money

I like the idea of 3 plays for \$2.00 and the prize is larger.

value for play as opposed to other games, Mega Millions, Power Ball, Mega Bucks for one dollar



## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis...: Why is this game your first choice?

Filter...: Q4=1 and Q15=2

## Why is this game your first choice?

I feel I have a better opportunity of winning.

I like the options better. I have only played this a few times, because of the \$2.00 bet cost. I like that you have more a change this way. Now I have to go check my numbers since I did play it last night.. Hope to go to the office today and get a ch

payout seems more fair for cost of ticket.

I just like it

better odds

It is something new to try

best chance for good payoff

I think \$2 is too much so getting 3 pics is good I also do not want less of a payout

more chances to win I noticed no one has won in over a year

extra play for \$2 + 2 million prize

better chance of winning

when it rolls down more prize money

due to the larger \$2 million roll down - why dont you keep it for the Option C also - why does that have to be reduced to \$1 million - I currently dont see many winners of the top prize in the present game - and I only play this game when it reaches

better chances to win

Seems like you have more control with the additional choice of numbers.

Fun.

Higher jackpots created with greater odds and additional monies are available for the non jackpot winners.

more chances to win for the same bet although the odds are greater. I like the fixed winnings versus the unknown of the current game.

When jackpot rolls and you have 3 numbers you get paid \$50.00 rather than the normal \$27.

Higher payout for lesser hit numbers

more plays for your money - cash payout and when at 2 mil have chance to win little more money if u hit lower amounts

The payouts appear to be more favorable.

better odds

I LIKE THE FACT THAT YOU ARE GETTING AN EXTRA PLAY FOR THE SAME MONEY...

the payout

I feel it gives me the better odds to win.

chance to win 2 million rather than 1 mil

I like the payout scenario best.

You get 3 plays for \$2 so that is like getting an extra game for 1/2 price and then the jackpot is larger at \$2 Million even though there are 2 extra numbers 48 as opposed to 46.

## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=2

## Why is this game your first choice?

I like the 3 plays - gives you more options to win

Because the prizes are more

SEEMS LIKE MORE CHANCES TO WIN

better odds

looks like more fun to me ,I still don't like the roll down. Thank you Rose Stuart / butterflyrose13@aol.com

prizes are bigger

Prefer the 2 million jackpot before the rolldown begins

More money

I like the 3 plays for \$2. \$1 million doesn't get you much these days.

more chance, but still good prize

better bang for the money

i dont like any i was forced to make a choice this is the weakeest game you have "i detest it and consider it a waste of money id rather buy a scratch ticket or a quick pick to the mass millions, powerball or megabucks. this game is dumb and a rip off"

the winnings chances appear higher

Total prize Of 2 million

better odds of winning

payouts

We are getting more for our money ,better chance at the odds.

more games for your money ,bigger pay off.

Best value

Prize wise if you allow people to actually win. My problem is there are not enough winners in any of the games. With all the monies going into all of these games, which the majority of people playing are people who really can't afford to in the fi

More chances and more money

More chances to win for \$2

It seems like the one that has a better likelihood

This is the one I would play!

sounds better

I like the 2M roll down with the 3 plays for \$2

just sounds like more of a chance to hit

I like the options

more bang for the buck.

## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis: Why is this game your first choice?

Filter: Q4=1 and Q15=2

## Why is this game your first choice?

bigger payout after reaching max even though the additional numbers decrease the odds of winning

I liked that you had more numbers to pick from

price value

cheap

I like the idea of getting what seems like more for your money

I like the 3 for 2 adding the 2 quick picks

prize money

3 for 2 and 2m roll down

seems the best of all three and more of a value for the chance

Just is.

You should do away with this game completely.

It appears that I would have a much better chance of winning -- and maybe I wouldn't, but it seems that I would and that is what makes people play these games -- "A Better Chance of Winning" something.

Best payback for the bet

I like the idea of more plays and the larger jackpot.

It sounds fair for everyone who may play cash winfall

Gives me more chances to win.

Did not care for option 3 where the prize if you get three numbers is the same as if you have 2 numbers and I am not crazy about the current cash win fall game.

I think it is a better value for the money, and that I would have a better opportunity to win a decent prize.

better options better prizes better bet

3 picks for 2 dollars and the 2 million roll down is more attractive than the 1 million fixed or the current version.

Because you are getting more chances and the winnings for each level don't change.

Have more numbers to choose from

I like the 3 play option with higher payouts.

Just think the amount of money you can win for less numbers is better

Even with the additional numbers and the odds being higher the chance for higher payouts is more appealing

It's exciting that you will receive 3 picks for the same dollar amount. the prize structure is also better than option c.

Second tier prize amounts would be higher

more value

The number of plays for the money

better chances

## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=2

## Why is this game your first choice?

More plays for fee. Higher roll down.

\$2 million

because you have a high pay out and an extra chance ...I wouldn't play it. I think the best game and pay out odds are for mass cash.

Jackpot starts at 500,000.

I think it offers the best value

I like 3 for 2

more plays for the money

I like the idea that you can play 1 bet and then get 2 quick picks

I feel your chances are better

I like the roll down payout concept; at 3 for \$2 I think the play would increase and the roll down feature would be more frequent. At a roll down of 1\$mil I think the play would not increase as much as the perceived return would be lower by the play

I just like it better.

First of all, 3 is my lucky number (spoken like a true lottery player!). Also, I realize the odds aren't as good as Option C but I like the higher jackpot option.

Because on the roll down there can be some valuable wins that people would see as being more obtainable. The big win is always illusive but the second chance and multiple opportunities seem to be more appealing.

Seems to put more money into the prize pool

more money payout just 2 more numbers added

easier to play

Roll down payout is better at \$40,000.

greater odds

best odds and options.

seem like the odds are little better.

Seems like the best opportunity to win

It seems to have a better pay out.

I like the idea of 3 plays for two dollars and the payouts are better for getting a lower amount of numbers.

Prize levels

better value

sounds more interesting I like the idea of 3 games for two dollars more incentive to play

more people will play the 3 for 2 deal

I think I will get more money if I win

Prizes are the same with more chances of winning

Bigger roll down payouts

## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis...: Why is this game your first choice?

Filter...: Q4=1 and Q15=2

## Why is this game your first choice?

just is

I like 3 plays and the payout would be for more people

just seems most appealing to me

1. It allows you to pick 3 plays for the price of one. 2. It is affordable and thus I would be more likely to play frequently. 3. The payouts have not changed and I like that. 4. It is irrelevant to me if you add two additional balls to the mix.

because of 3 plays

Starting jackpot at \$500,000 is more appealing

better pay off

It gives more chances to win and a higher prize payout than option "C".

Larger jackpot

It seems to be fair and someone could win big.

I like the 3 plays and you can still win up to \$2,000,000

I feel like I am getting a "bargain" It's mind set is for people to think they are getting a good deal and most gamblers want something more for their money. I do not believe half of the gamblers read the small print. Mass lottery is the best. Ann

It keeps the original concept and adds to it.

More chances of winning -- But I have to tell you and I speak for many people -- YOU HAVE TOO MANY GAMES GOING WITH LITTLE CHANCES OF WINNING WHY DON'T YOU HAVE LESS GAMES ALL AROUND AND MORE POTS OF MONEY -- MANY TIMES EVEN WHEN YOU BUY 4-6 20 DOLLAR TI

It is the most likely option of a game I probably will not play. In any case, I would not play until the pot reached the roll down level. If everyone waits until that time, you'll rarely get enough money to trigger the higher prizes.

3 plays

More Payout For Winners

I chose 2 because I think that my money have better chance, and it's worth to play the game.

It seems to be better to the casual player

More plays for same money.

currently, most players do not play winfall until the jackpot nears \$2m and the jackpot slowly reaches \$2m. A change to make game more exciting would most likely increase playing it regularly

Seems like the best option to win a big prize.

Like the additional chances to win and the rolldown level.

I like the multiple chances at the same price. I also like that the lower level prizes increase.

Better value

Your getting 3 chances to win on \$2.00 Odds are a bit better.

The two million roll down

3 plays

best payout

## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=2

## Why is this game your first choice?

higher payout for matching 3 numbers

more plays for \$2 still a good pot

the smaller payoffs do not reduce

Better payouts for the 2-5 match

I LIKE THE IDEA OF GETTING THREE SETS OF NUMBERS FOR THE PRICE OF TWO DOLLARS....it seem fair, and I could enjoy that...

win more

You get more chances to win

Could be a better way to win.

larger top prize

Two extra chances to win and the top-end and lower level payouts are greater.

Game stays same but you have 2 extra plays for same price, might buy extra tickets.

Better chances

I like the process in Option C better, however I prefer the \$2 million jackpot. I have stopped playing Cash Winfall regularly because no one ever seems to win the jackpot!

Higher Jackpot less money per play

I like the option of more money rolling down to lower prize levels which would allow someone to win more if they came close. How many come so close and get a pittance. I think this game would draw more for that reason.

largest jackpot for the price. 2 million doesn't go as far as it used to

I like the roll down to be at a higher amount (\$2 million)

more interesting game

Bigger payout than C, Like better than A.

it seems easier to follow

more bets for \$

more appealing, chances seem better

I had to choose something.

Option B seems to make more sense.

appears more chances of winning with more numbers to choose from

getting 3 plays and the amount you could win

Seems more likely you could win even a small prize.

Seems like a good value.

more \$\$

more bang for your buck



## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=2

## Why is this game your first choice?

more money

I think you will get more players and the Jackpot will reach 2 million faster. Now it takes forever to reach the 2 million. People will feel like they are getting something for their money especially in these economic times. Your best game is Mass Ca

It offers the proverbial "More bang for the buck" I would play more often with this method.

Better jackpot potential

you get more for your \$2 than one play the way you have if played out is fine it was the \$2 for 1 game that I wasn't crazy about. I don't know why you have it have to cost \$2 but if that is the way it is going to be then I would like to see more pla

Seems like more chances to win

better value for your buck.

no particular reason

you get more for your money

more chances to win

it looked simple

more chances to win - more for the two dollars that two dollar play right now I play 5 plays a draw and I would have more draws per week with option b and more chances of winning. Judith

Seems interesting.

more chances to win...I like the roll down part also

Seems more exciting

Better payouts

2 extra plays for the same amount you can win.

3 chances for \$2.

BETTER POTENTIAL TO WIN \$2MILLION FOR THE SAME \$2. THE CURRENT GAME IS GOOD, OPTION B SEEMS BETTER, BUT OPTION C, FOR THE MONEY. DOESNT SEEM AS GOOD WITH JUST \$1 MILLION FOR A TOP PRIZE, FOR THE SAME MONEY

more plays

good payoff for rolldown

Better value

I like the roll down amounts

I like it.

more fun

seems attractive to me

more money

this is the one I dislike the least

higher pay out

## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis: Why is this game your first choice?

Filter:..... Q4=1 and Q15=2

## Why is this game your first choice?

Like the roll down

because of the number of tickets and \$\$\$

sounds better

most money for odds

Better chances of winning.

more chances to win

extra plays, 2 mil grand prize

just is

THE JACKPOT IS BIGGER

more plays per \$2

3 plays increases the terribly low odds of winning.

More for the money..

prizes are higher for 4 or 5 hits

SEEMS TO HAVE BETTER ODDS

prize structure is better payoffs and i like the roll down effect and also would produce more lower payoff winners which would make more people play

It gives everyone who plays a chance to share in a larger amount of winnings, not available in other types of games.

good chance of winning.

Because of the higher payout. I understand and know that the state has won more of my money playing the lottery than I have won of yours.

Get more plays for your \$2. Seems like it would increase your odds without decreasing cash amount.

less games to roll down

more plays for your buck while retaining high payout

2 Million Roll Down and more chances to win on 2 dollars. Even on tier prizes.

I LIKE THE ROLL DOWN PLANNING ON WINNING AT LEAST \$40,000

I like it

option to win more money

Just like the way it seems

it doesn't really matter

the larger major prize

I picked Option B because even though with the two extra numbers to choose from you (the player) have worse odds at winning, if you do win, the amounts start and end larger for the same \$2.00 bet. If The Lottery does want to go with Option C, I would

more cash payout for smaller winnings

## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis... Why is this game your first choice?

Filter.....: Q4=1 and Q15=2

Why is this game your first choice?
I think it is a better deal for the winner.
Cost less
I like the idea of the roll down prizes
more chances to win more money
you can play your number plus 2 quick picks, and the payoffs are larger
possible better chance of winning a prize
more numbers to choose and not complicated
More chances to win for the same money
more for buck
i like that
Sounds like a good deal, 3 for \$2 and the roll down, never played the original game, or any of the older jackpot games since MegaMillions and PowerBall have hit the scene. Take a look at Atlantic 6 out of New Brunswick Canada, I forget how many games
extra plays, larger payouts for lesser wins
I like the odds.
Better odds but it doesn't matter because I won't play it anyway.
BETTER ODDS
I feel you get more for your money ...
like the pay offs
biggest bang for the buck, and better payouts for adding just 2 numbers to the field
3 plays for \$2
I like the higher prizes
i think that by adding two numbers and increasing three number to five dollars seems to make it better lottery.
bigger payouts
better money pay out
You have more chances to win with 3 plays for \$2, I would be apt to buy more for that chance.
option to win more
na
I get to choose my own numbers for all 3 plays. The odds of my winning a prize is still small.
better chance at jackpot
3 chances vs 1 and the same cash value prizes
Larger payoff

## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=2

## Why is this game your first choice?

bigger payoff

Increased opportunities to win vs. current game and larger possible jackpot vs. option C

better prizes

3 plays for \$2 and a 2 million roll down

more for my money

has the perceived notion of more chances to win

more payoffs around the board

just like it !!!

kepp it at two million not one million

Because the jackpot stays at 2 million

3 plays 2 dollars top prizes stay the same

Highest jackpot, more chances to win

\$2 Million

Like the odds

because you get three plays

more plays for the dollar

I like the fact that I get 3 plays for \$2 and prize goes up to 2 million

More challenging....!

Seems the best

I like the combination and pay out

more for your money and bigger jackpot

2.00 for 1 game is high

It is a little more interesting, plus everyone likes getting more. More for their money, more chances to win, etc. I think just changing what you have a little, instead of making a whole new game, makes people stop and think that the Lottery is giving

It sounds like the biggest bang for my buck

Enjoy the game but prefer the 3 for two option.

more chances for your money

I really don't know. I would like to see it get more interesting like a seconded roll down say if jack pot hits 5 mil then second prize rolls to a million third is 250 thousand forth 5 thousand and work something out like that.

There are more chances to win and yet there wouldn't be a lot of winners. to make the winning amount be won all the time.

more plays for \$2

Bigger prizes are more attractive.

## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=2

## Why is this game your first choice?

Seems to be a better value for the investment

the roll down

better odd

there was none of these

the payouts are better if you win.

Personally, I do not like Cash Winfall but I throw a couple bucks at it just in case my luck is on that day. I wish you would change the game completely and create a game that will give us a better chance to win a couple million bucks without the cra

good value/can win real money/

It sounds like a gift from the lottery. you know like when you gave out free coupons. the three plays is better. please end the holdem and pick from the looser pool of winning tickets to close it out. start giving out the coupons for a free scratch

Because of the two extra plays, and the two million dollar roll down as opposed to one million.

high payout

This option in my opinion will get more people to play this game. The jackpot amount is also very good for the investment. Three plays for two dollars, it is a bargain.

lower cost

better payout

The 3 play

I think the chances of winning is a little better

I think my odds of winning are better even though the prize in C is greater.

Higher jackpot

bigger jackpot

With the increased tickets drawn, the chances of a roll down decrease. Even though it would be the same for the other option, 2 mill is better than 1

Chance to win more, albeit harder.

odds and enjoyment

The 2 Million Roll down. And you win more on the numbers you match. Which I think is great. That's what I like.

2 million dollar rolldown

More plays for the two dollars and still the same amount of a jack pot, even though the odds are higher to win. I think you would still have a good chance to at least win some smaller amounts.

Better split of money

set money amount in roll down plus two free picks

Better payouts

Because you would get three plays vs. two or one play.

just liked it better

## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis... Why is this game your first choice?

Filter... Q4=1 and Q15=2

## Why is this game your first choice?

Because I need 48 numbers for my 'lucky' numbers to be included.

better odds

Better pays for lower tier prizes.

higher starting jackpot

more chance for money

I like the 3 plays for \$2

SEEMS LIKE BETTER ODDS

Just more interesting with a higher jackpot and no quick pick involved

just seems to be more fun and a bigger bang for the buck !!

I like the higher jackpot

The payoff feels better for the 3-4-5 winners and, it seems that with renewed interest the \$2 million threshold isn't likely to take very long to reach.

more opportunities to win larger pot

I like the quick pick part of the game

The Top Prize is more enticing than the \$1M option and 3 plays on your ticket versus 2 plays is more exciting. Thanks.

bigger prize

I like the cash payout just seems more interesting

SEEMS TO BE MORE INTERESTING

More chances to win also more the money

because i like the odds better

more chances to win.

Greater payout

first you get more chances for your \$2. And I also like the way the prizes progresses.

I rarely play cash winfall.

odds seem easier and better chance

This game is too complicated and I don't understand it. Can't be bothered. I would rather play Mega millions or Powerball. I don't like this game.

3 for 2

It benefits you more

Jackpot prize level based on a \$2 bet

Best value and the best chance to win.

the pay out



## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis.: Why is this game your first choice?

Filter.....: Q4=1 and Q15=2

## Why is this game your first choice?

more options

possibly a better chance of winning

Opportunity to win big

I like the 2million option and the prizes

I figure 3 more chances would b better

Seems like the highest return for the money

makes sense

better second chances

Gives more chances/tickets to win. Also, gets me out of being locked in to my chosen numbers (if it applies to season ticket holders) and gives me quick picks.

better prize structure

better chance to win

quick picks

I think you want to be inbetween with the 3 choices where you might be able to get a chance in winning

like the 3 plays

To continue the survey I needed to select one option.

Well, it seems you get to play for more and spend the same amount as before. This way \$2.00 gives you 3 plays instead of only one.

more effective

pay out is sound better

Better odds

BIGGER &amp; BETTER PAY OUTS

Seems to be a better value for my money

Because I like the 3 plays for 2 dollars

better value

I like the idea of 3 plays for \$2

I think the roll down is after the jackpot reaches 2 mil. is more beneficial to those who play the game. Sort of spreading the wealth as one might say.

only 46 numbers

More plays for \$2

seems to be better than the game is now

More plays for the money

makes sense

## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=2

## Why is this game your first choice?

just like that one

According to economy right now if player have two dollars he will play either power ball or mega millions cause there are more prizes then this game but if some one can invest two dollars and can play for three draw then he will chose this also you s

like the higher percentage

better odds

bigger payouts and more plays

because there is a bigger jackpot and the prizes for the numbers you get right are bigger.

More chances. 2 million not just 1.

better

more for my money

Bigger Prize

appears as a better overall opportunity

I'm not really sure, I am tossed between B and C and both are 3 for \$2, I think is is because it is a 2 million rolldown instead of 1 million, you know, we all like more money and I play so much lottery that I believe one of these days I am going to

cash winfall is 2 dollars a bet

The pay out is better.

Since hitting all of the numbers for the larger jackpot is less likely, the new game model will give the player the feeling they can still win a nice sized prize. I would be more inclined to place additional bets on the new game format because of the

seems better

seems like a better return

Like the pay out options better

have a better chance of winning, also it will be more fun.

More perceived bang for your buck.

beacause you do not increase the feild of numbers

more for my money

Give the game a different look, may pose a better gaming challenge

higher jackpot

I think is the best choice thanks for chaning it

not sure, but 3play for \$2 seems fair and game will be exciting for players

larger payout

Easier to play

## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=2

Why is this game your first choice?
higher payouts
the payout is better then c
more money
Higher chance of higher pay out.
Gives more chances to win
JUST LOOKS LIKE IT'D BE THE BEST OPTION TO POSSIBLY GET MORE BANG FOR MY BUCK
\$2 million jackpot
I think the price is very good on Option B. I like the roll down n. I feel more people play for the roll down n. I myself play when there is a roll down n only because I think the price is to high on the rgular game, Going up a couple numbers gives less of
I like the 3 plays for \$2, and I like the prise structure better.
Because the payoff is higher if you win
i like the tw o million roll down n
more exciting, better payoff, more chances, overall the best!
bigger prize
3 plays for 2.00
i like the options
seems like the best choice
better chance of winning
I like the extra quick pick.
I like the roll down n.
I like the way the game is set up. at least for me that would make it fun.
seems logical
Bigger bang for your buck
bigger jackpot and 3 plays for 2. i play quick picks
same payout as option a but 3 plays or the \$2
Better value
I like the options, and the amount of payout.
better payouts
cause it goes too 2 million instead of one million
i just don't like the game period you made me pick one option b looks to be the best to me
like it better

## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=2

## Why is this game your first choice?

It seems more logical if it gives more people a chance to win more money with the 2 million dollar roll down.

More money in the roll down pot

3 plays for \$2

The payout is higher

less of three evils

the 2 million limit before roll down

I am getting a free ticket and the pay out is better

higher payouts than option C and more chances than option A

Because you get more for the money

More plays for the buck, with bigger grand prize and bigger rolldown payoffs.

I like it better and it gives you good odds to win some money back

3 chances to win and pot is larger than option C.

I like that even if you only get 3 numbers you win

You get more plays for your money, thus increasing your odds

seems the most easily played

It appears to give me more chances for more money.

It just sounds like a better option

THE 3 PLAYS FOR \$2.00

better prize money

the 2 mil prize and 3 plays for 2 bucks

I like the chances better and think it may be a better buy

because you get 3 plays

3 games for \$2 - more chances to win

Allows for the best chance of winning.

get more for your \$\$\$ and still have the roll down.

Better chance to win more money at lower levels

I think that this is the easy of the 3 to understand and to win

best value

I don't like any of the options - I dislike the \$2 ticket and I abhor the rolldown. I only play when it gets up close to \$2 million. This game seems like a casino - a game that is meant to be increasingly more difficult for people to win. It seems

better jackpot payout.

## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=2

Why is this game your first choice?
just like the way it will be played
good prizes at a value price
more for the money
like it better than the other 2
Bigger jackpot more plays. There are too many other games out there offering bigger prizes already and most people already are strapped for cash. I really can't afford to play this game extra. I played it once I think when it came out for fun.
more for your money
Because a top prize of 2 million is better than only 1 million.
BETTER PAY OUTS, MORE NUMBERS,
Larger payouts if won.
More plays
Like the extra play for the money
I did not really have a choice, it should have been none of the above and then I would have had a choice.
Like the higher jackpot and roll down amounts.
better chances
makes game more of a target
higher potential jackpot
Seems like a better value
more plays for the money and still a \$2mil roll down
An extra hand, if you will towards an increasing jackpot. However the odds of winning the jackpot are somewhat the same.
better payout
2mil
more plays and I like the 2 for 2
I like the number of plays and the roll down but I think it will be a lot harder to hit anything adding 2 numbers to the game.
change
it's a better buy
Chance for more money
More bang for the buck
If you win please don't give a free bet
it just seems a better game
caused you get a better value for your money

## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=2

Why is this game your first choice?

More options to win for your money.

good payouts

bigger payout + two free games

more plays for the money

Seems like better odds to get some cash.

I think it offers a good set of payouts based on winning.

Even though the odds are more with 48 than 46, the perception is I have more chances to win with 3 plays, and the 2 million pot is worth playing for.

I do not like the lottery at all. In Vegas they post the percentage of the win. Plus it is supervised by very experienced people in the gambling game. After the McDonald's Monopoly scam whereby some people found some house win in a garbage pail I believe

more chances

seems like there will be a better chance to win up to 2 million dollars quicker with the 2 free quick picks.

\$2 dollars give you 3 chance to win. The jackpot is 2 million.

Larger prizes

the roll down is higher. It seems there are less winners, so the jackpot will grow faster.

higher total payout

bigger jackpot

larger

People want to win more than a million these days, because of taxes.

more chances to win for same amount of \$

Like it best

I think it provides most value for the money

higher jackpot

Sounds like better odds more money

Chance to win more

more of a pay out

jackpot grows to larger amount then rolls down. like larger roll down amounts and quick picks attached to my pic for better odds of hitting something.

better odds

I like the odds

pays more

I like the odds and the prizes

better chance



## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis.: Why is this game your first choice?

Filter.....: Q4=1 and Q15=2

## Why is this game your first choice?

more money and more chances to win

the extra tickets and money scale

more plays/more winnings for your \$2.00-easier to justify despite slightly lower odds of hitting your numbers

its a fun game that should have more money prizes,!!

more plays for more money

the current price of \$2.00 seems too high, and keeping the prize at \$2million for the windfall with extra chances seems like a way to get a partial hit

More plays for the money. In this economy \$2 a ticket is a lot for a game played twice a week

This option provides a better value for 3 plays of Cash Winfall. I would not want to pick any numbers - should all be quick picks. Also keep the game name Cash Winfall. No need to change it.

I like that the money has increased in the first opportunity to hit the jackpot before it reaches 2 million

I really don't like the game. However, I would prefer 3 plays for \$2 over the others.

more chances to win

Better prize options....

larger prize money when it winds down

BEST OPTION

I like the 3 plays for \$2 and the money option

I like the quick pick angle

roll down

I usually play with friends who understand more than me. we share winnings.

more for your money, i prefer the game as it stands

Better chance to win \$\$\$\$\$\$

3 plays for 2 bucks

i had to pick one i do not like this game

like it

IT SEEMS TO GIVE YOU BETTER CHANCE

it is cheaper to play, you get more for your money and more numbers to choose from and it is still a 2 mil roll down

I LIKE THE PRIZE STRUCTURE

like the extra play

look like better odds.

It is more like the current game but I think you might get more people to play it with the extra chances(3 plays for \$2). I like the 2 mil rollover prizes. If more people play rollover may happen more often and you won't find that the only time som

It seems like a better payout and more for your money in terms of chances. It also sounds more exciting

## Option B Comments

## Of the three games, why is Option B your favorite?

Analysis...: Why is this game your first choice?

Filter...: Q4=1 and Q15=2

## Why is this game your first choice?

seems to be a better choice for low er level prizes.

I only play on the roll down night as do most players as can be seen by the crawl to 2M

You win more money.

sounds interesting

I think more people would be interested in the three plays for \$2. The problem is right now there are so many games played that at times it can get confusing.

MOre possibility to win with the \$2 mil jackpot

I just seem to like it. lol

Seems straight forward.

3 plays for \$2 with higher jackpot

More chances to win money.

(feel as though we would have a better chance of winning and it really doesn't change the game all that much

its like having an extra play ppsychologically .....

Limited amount to spend on lottery games, but I enjoy playing.

more plays for money

More chances of winning

the 3 chances to win &amp; it's still 2 million roll down

More plays for the same \$

better pay out for similar cost

seems like you could win more

Similar to current game, same payouts, extra quick picks

More plays for my hard earned money

the payoff amounts

more for the money

best payout.

The @ mil RD

Because it gives you more opportunity for the \$2.00

**Option B Comments**



Presented:  
May 7, 2009





# Methodology

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- From March 27 through April 7, 2009, SocialSphere Strategies conducted N=1,000 surveys of Massachusetts residents online.
- The survey is part of a series of tracking surveys that the Lottery has conducted since 2003, tracking the play patterns and attitudes of Massachusetts residents.
- This is the second annual tracking survey conducted online. Over the few years, much of the Massachusetts Lottery's consumer research has moved to online research. Through an extensive look at various attitudinal, behavioral, and spending pattern questions, it was determined that the general composition of the online sample closely matched the previous studies that had been conducted through random digit dialing (RDD).
- Because patterns of telephone use, particularly landline use, make RDD sampling less and less likely to capture a truly random and sample reflective of the population, and because it is likely that RDD will only become more problematic in the near future, moving to an online methodology will help maintain the future integrity of the tracking research.





# Objectives

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- The tracking survey had four major objectives:
  - Identify player segments and the key demographic and attitudinal differences between those groups;
  - Gauge player attitudes toward the Lottery brand and Lottery products and how those attitudes affect their purchase decisions;
  - Test a new \$2 online concept;
  - Understand the online behavior of players in order to understand ways in which they may engage the Lottery online now and in the future.
- In addition, we are including some thoughts/study on how changing America might affect Lottery in the near future.



# Key Findings

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1. Overall, lottery and gaming frequency and spend down in the last year -- some evidence suggests that play among Weekly players is up slightly, masking more dramatic downturns among lighter audiences.
2. Nearly half of 18-24 year olds have NEVER played the lottery -- it's not just that they're playing less, many are not playing at all. Strongly consider developing Facebook "free chance" application to target this group.
3. Lottery players are becoming much more tech savvy. The percent on social networks has nearly doubled in the past year.
4. The current economic crisis cannot be ignored. Faith and favorability in state institutions have fallen sharply compared to last year. Relative to other state institutions though, the Lottery's drop is much smaller. Specific brand attributes, integral to Lottery's survival, are not resonating with key constituencies. Critical to revisit "permission" messages, along with themes that highlight the Lottery's management and innovation. They matter.
5. The Wheel of Fortune game tested relatively well among Weekly and Monthly players, with over 75% saying they were very likely or somewhat likely to play.





- I. Millennials (approximately ages 13-30) are the biggest generation in the history of the world. They account for about 1/3 of the world's population and 1/4 of U.S. population.



- II. They average \$100 a week in disposable income, spending \$150 billion a year. And they influence another \$50 billion in family purchases, bumping the total to \$200 billion.



III. They care deeply about their community. More than 60% of college students in the U.S. volunteer on a regular basis (and have been doing so for many years).





IV. They crave opportunities to make an impact. In school, at home, in their communities, at work. They will help if asked.



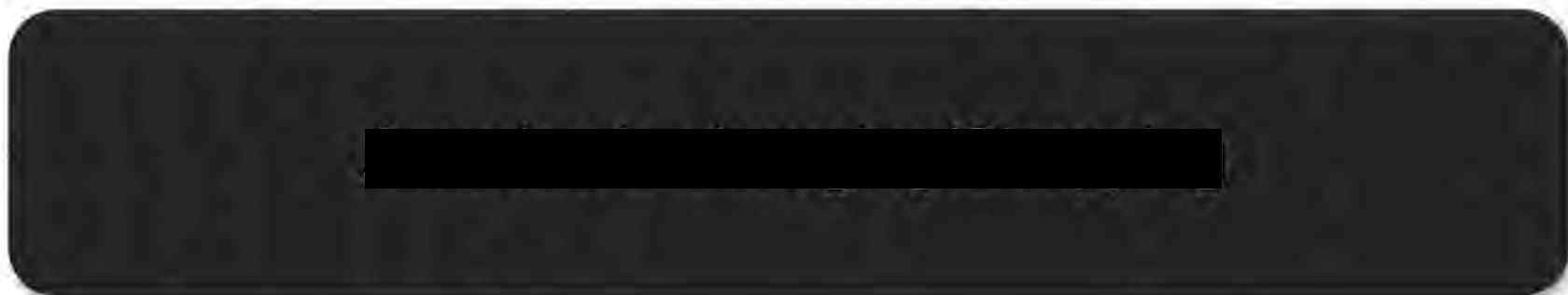
- V. They elected a President (and know it). If not for Millennials, Obama loses the Iowa caucus and America would very likely have its first female President.



VI-X.

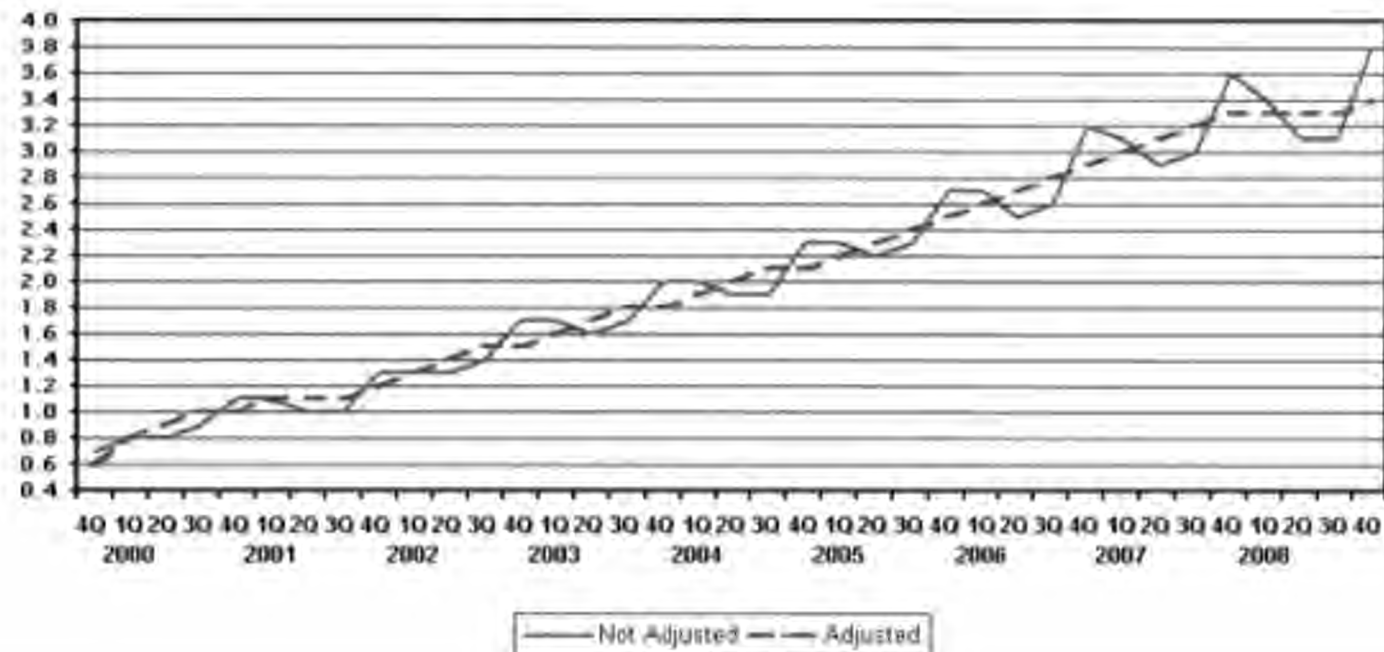
Old news, but still important: They are digital natives, fierce multi-taskers who crave collaboration, travel in packs, value positive reinforcement -- and at least at Harvard -- don't mind a good title, recognition or status.





**Estimated Quarterly U.S. Retail E-commerce Sales as a Percent of Total Quarterly Retail Sales:  
4th Quarter 1999-4th Quarter 2008**

Percent of Total



Total e-commerce sales for 2008 were estimated at \$133.6 billion, an increase of 4.6 percent ( $\pm 1.8\%$ ) from 2007. Total retail sales in 2008 decreased 0.6 percent ( $\pm 0.4\%$ ) from 2007. E-commerce sales in 2008 accounted for 3.3 percent of total sales. E-commerce sales in 2007 accounted for 3.2 percent of total sales.



## The digital wallet

Mobile banking may render credit cards and cash obsolete

The Boston Globe



(Globe Staff Photo/Burkhalter)

By Christina Gray  
Globe Staff / April 29, 2009

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Text size

Banking by phone used to mean dialing a number and speaking with a teller. For Peter Kastner, 61, a consumer electronics consultant in Westport, it means whipping out his iPhone and touching an on-screen icon.

Up pops a program that connects Kastner to his Bank of America accounts, where he can check his balances and pay his bills, even when he's

Discuss  
COMMENTS (17)

## THE INDEPENDENT

March 11, 2007

### Cashless society by 2012, says Visa chief

By Tim Webb

Paying for goods with notes and coins could be consigned to history within five years, according to the chief executive of Visa Europe.

Peter Ayliffe said that, by 2012, using credit and debit cards should be cheaper and more convenient than cash.

Some retailers could soon start surcharging customers if they choose to buy products with cash, because of the greater cost of processing these payments, he warned.

Visa Europe briefed the British Retail Consortium last month on new "contactless" cards that can be waved in front of a scanner to make small payments.

However, the consortium dismissed this vision and claimed that card processing fees, which regulators are investigating, are still too high.

One member of the consortium said that the estimated "interchange" fee charged to retailers amounts to some 4p for each transaction.

Nick Mourant, treasurer at Tesco, said: "There is a duopoly between Mastercard and Visa in the UK. Their setting of fees is anti-competitive."

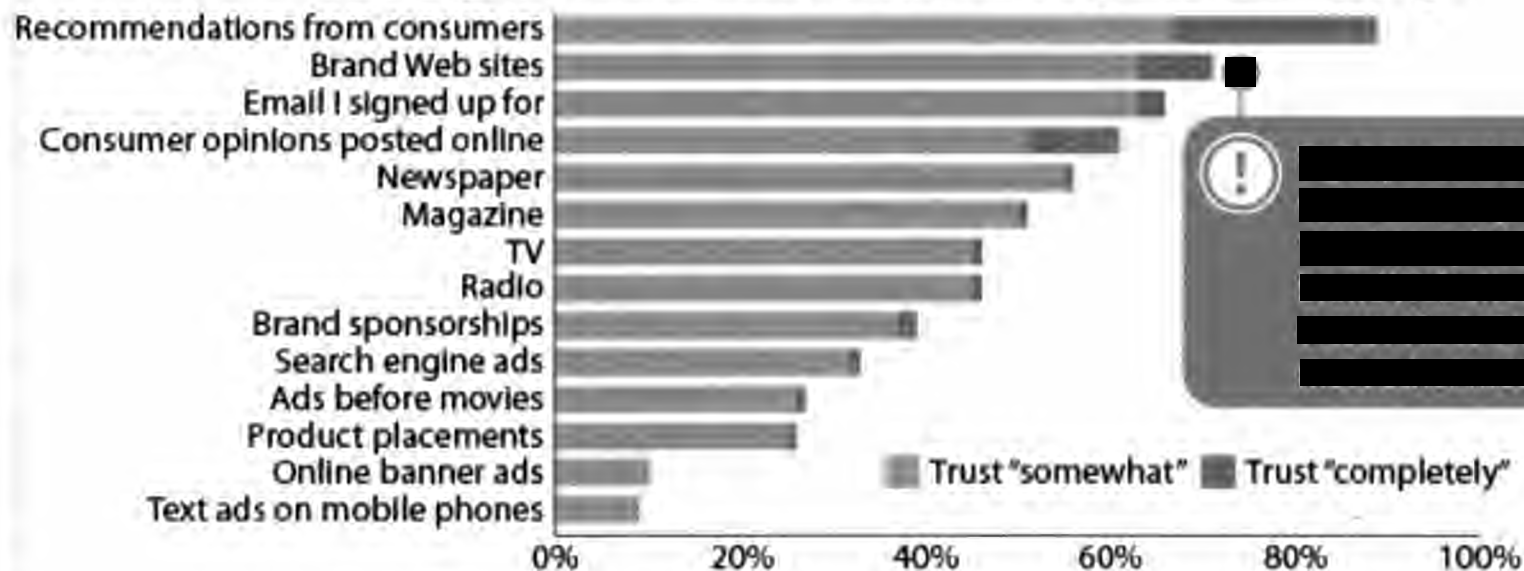






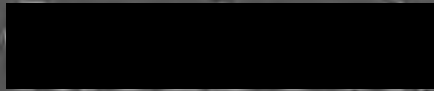
### Consumers Trust Web Sites And Permission Email More Than Ads

"Indicate your overall level of trust in the following forms of advertising."



Base: 470 responses recruited from PlanetFeedback.com members





69.1M Unique  
3:16:08 Time/person  
YOY Growth 177%/187%



55.9M Unique  
1:29:08 Time/person  
YOY Growth -9%/-36%



15.8M Unique  
12:06 Time/person  
YOY Growth 101%/3%



13.8M Unique  
11:55 Time/person  
YOY Growth 2565%/82%



6.1M Unique  
8:43 Time/person  
YOY Growth 148%/-24%



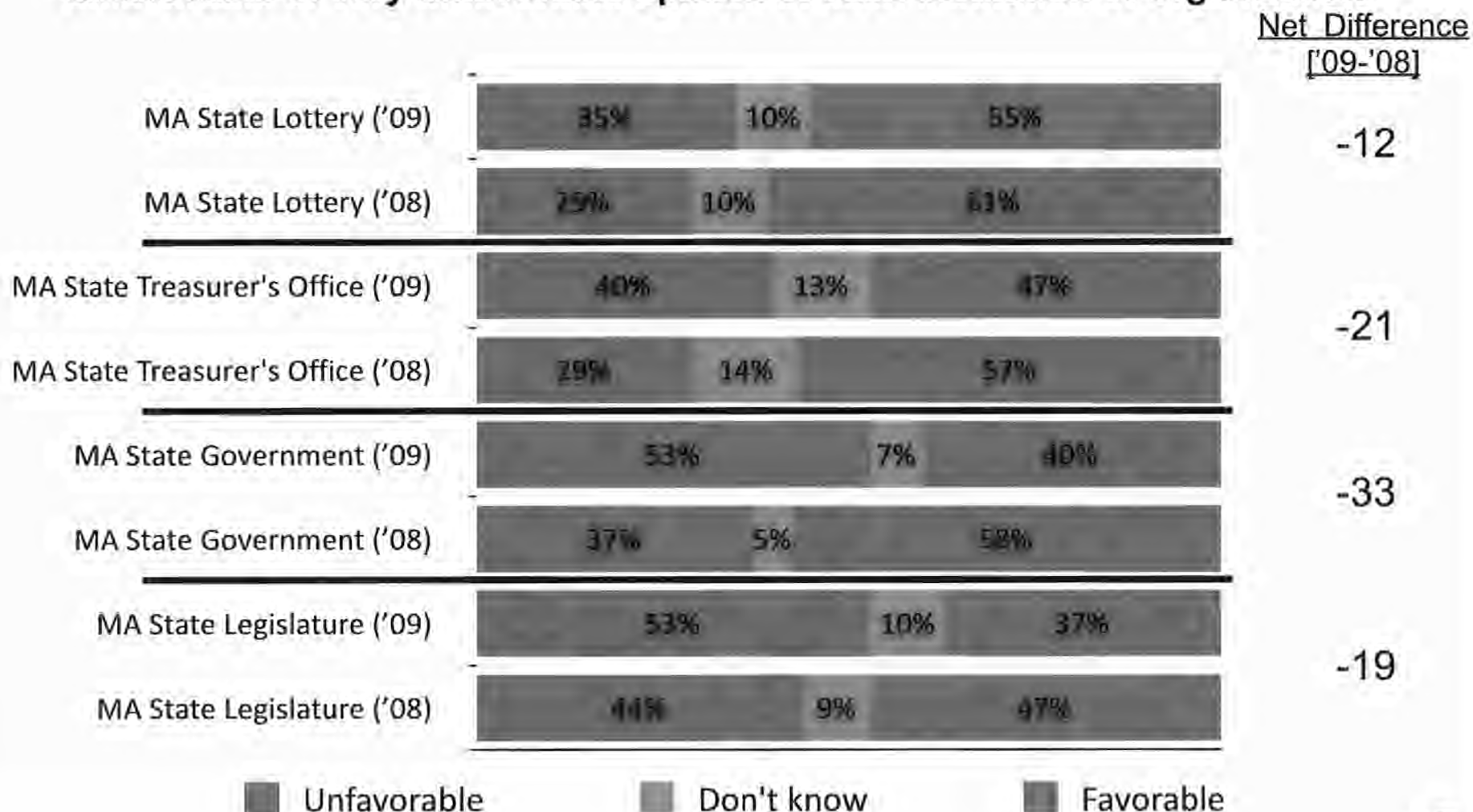
5.6M Unique  
10:11 Time/person  
YOY Growth 283%/-47%





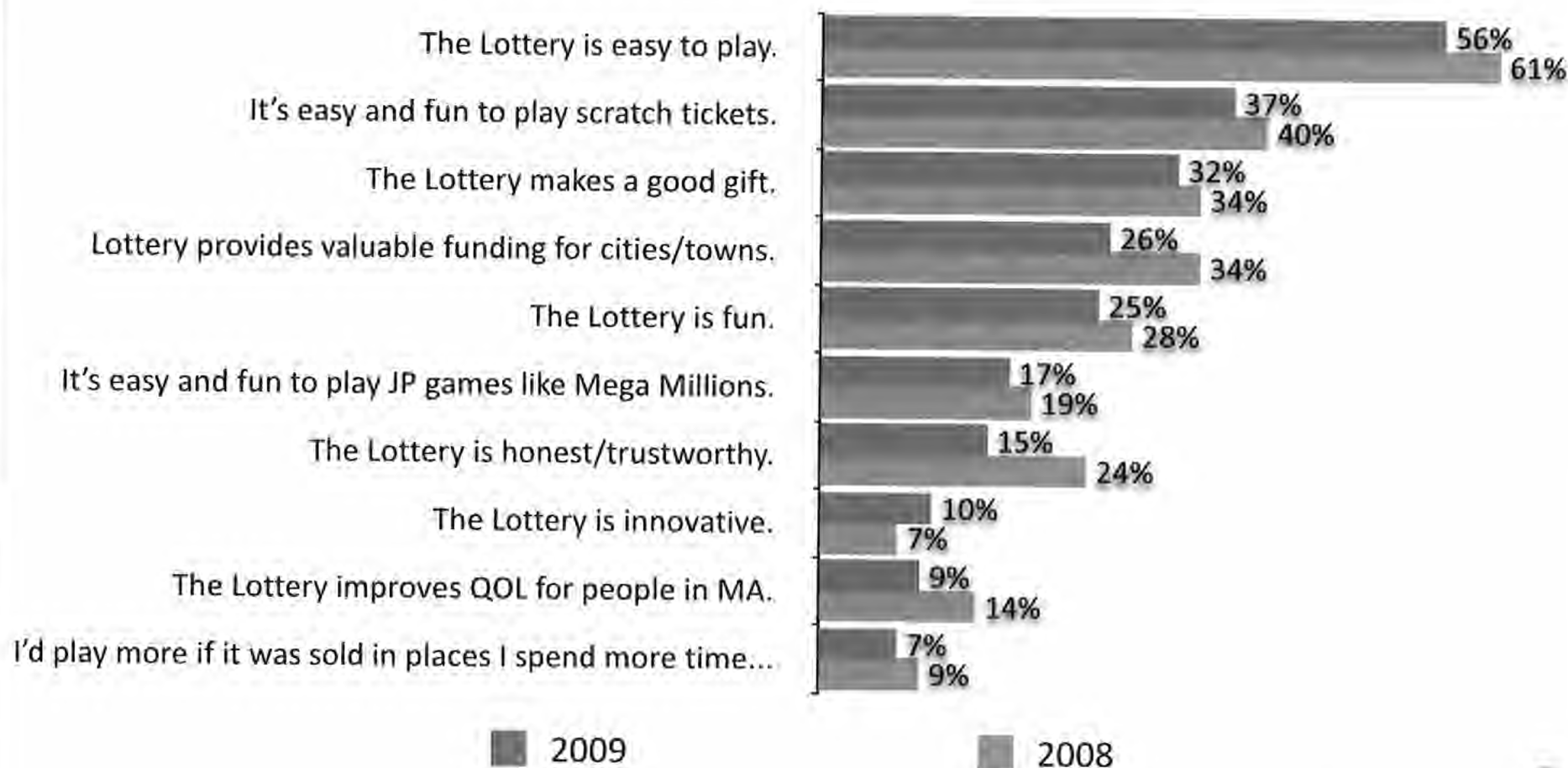
# Lottery & Treasurer's Office favorability dipped; Remains higher than State Government in general

Please say if you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of each institution or organization.



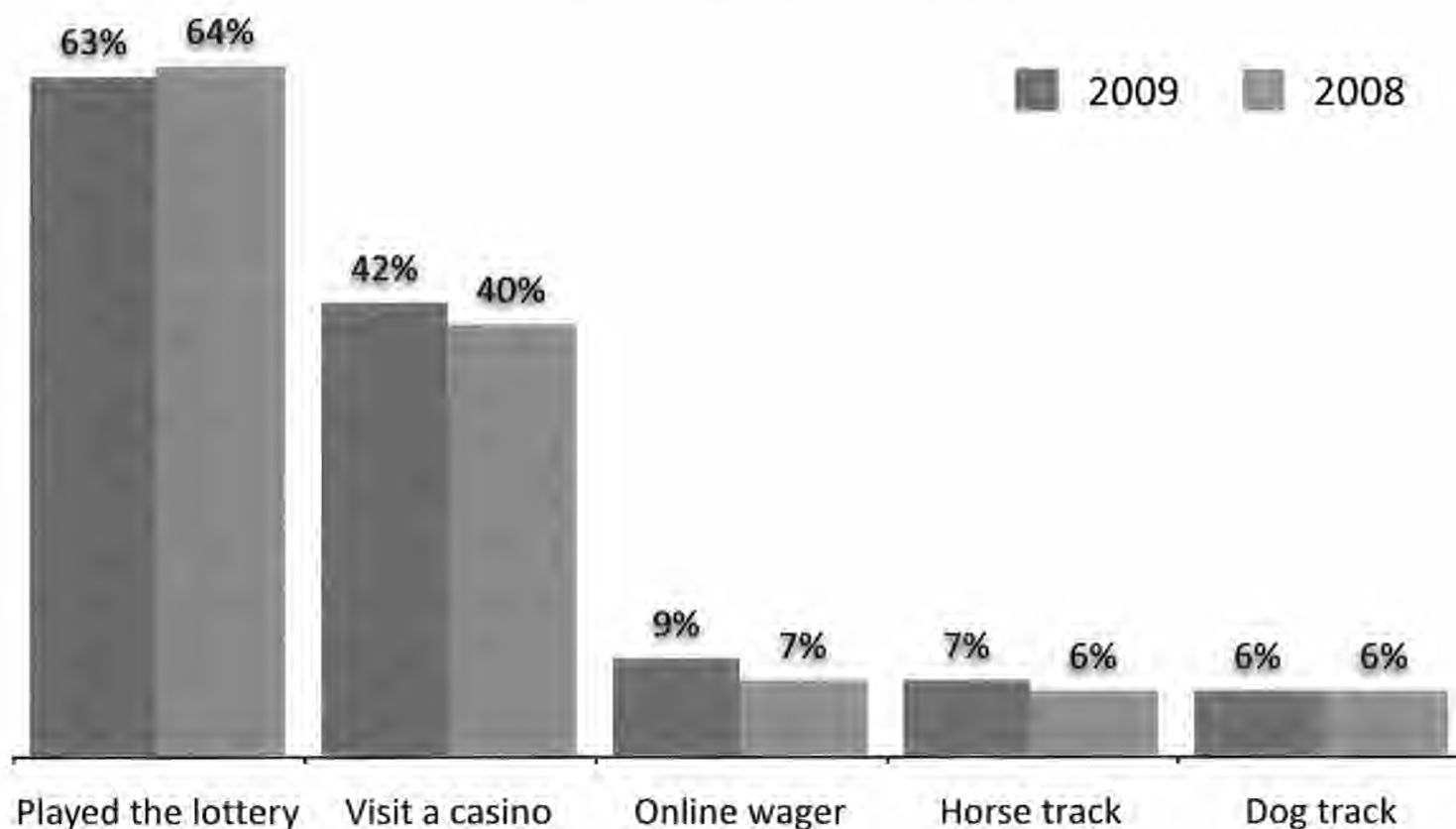
# Like Lottery Office & Government generally, attitudes about Lottery less favorable than last year

## Statements about the Lottery [8-10 "Agree"] - All Massachusetts Residents -



## Connection with local gaming options steady in last year

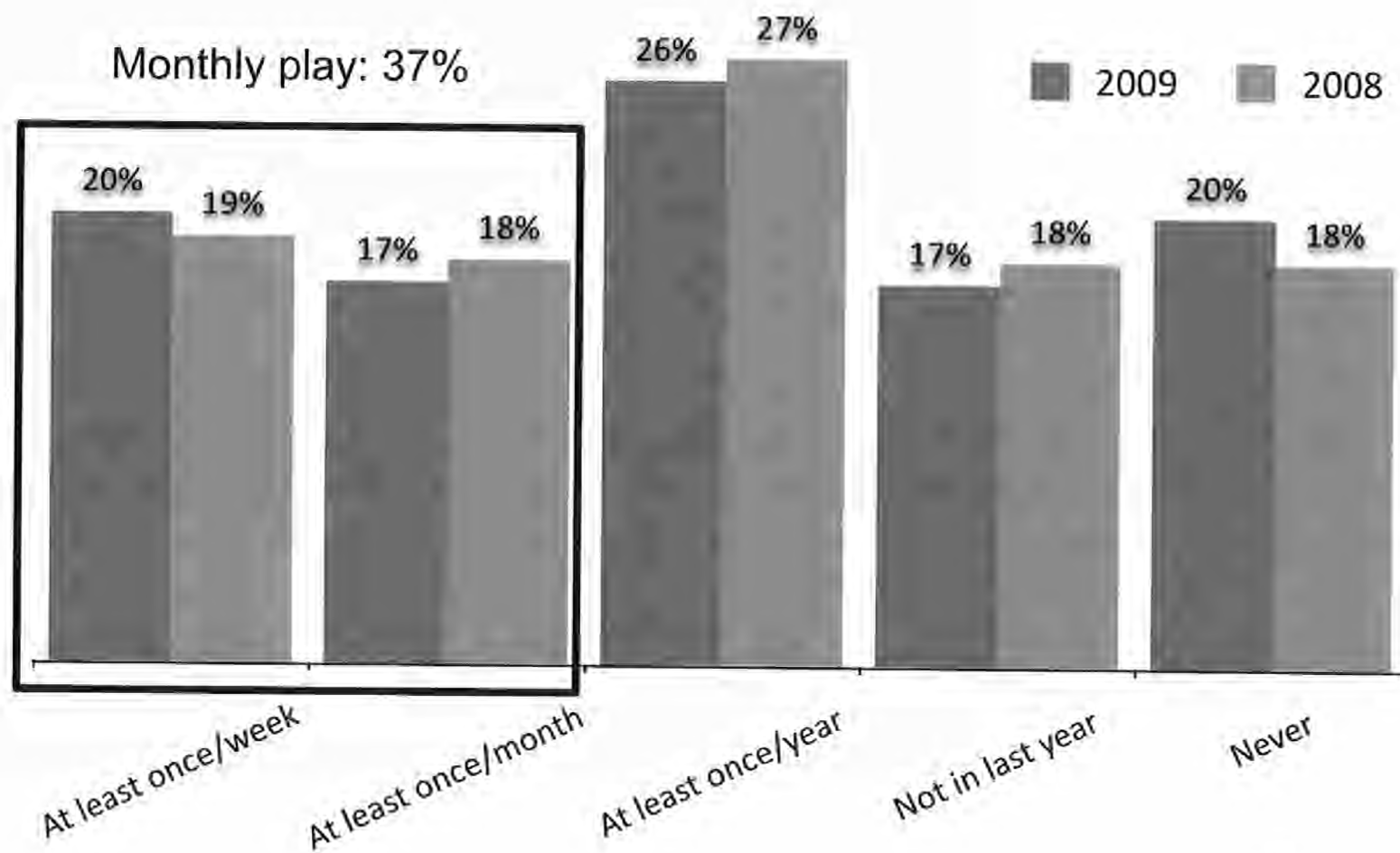
Over the last year, how many times, if at all, have you done each of the following?  
- All Massachusetts Residents -





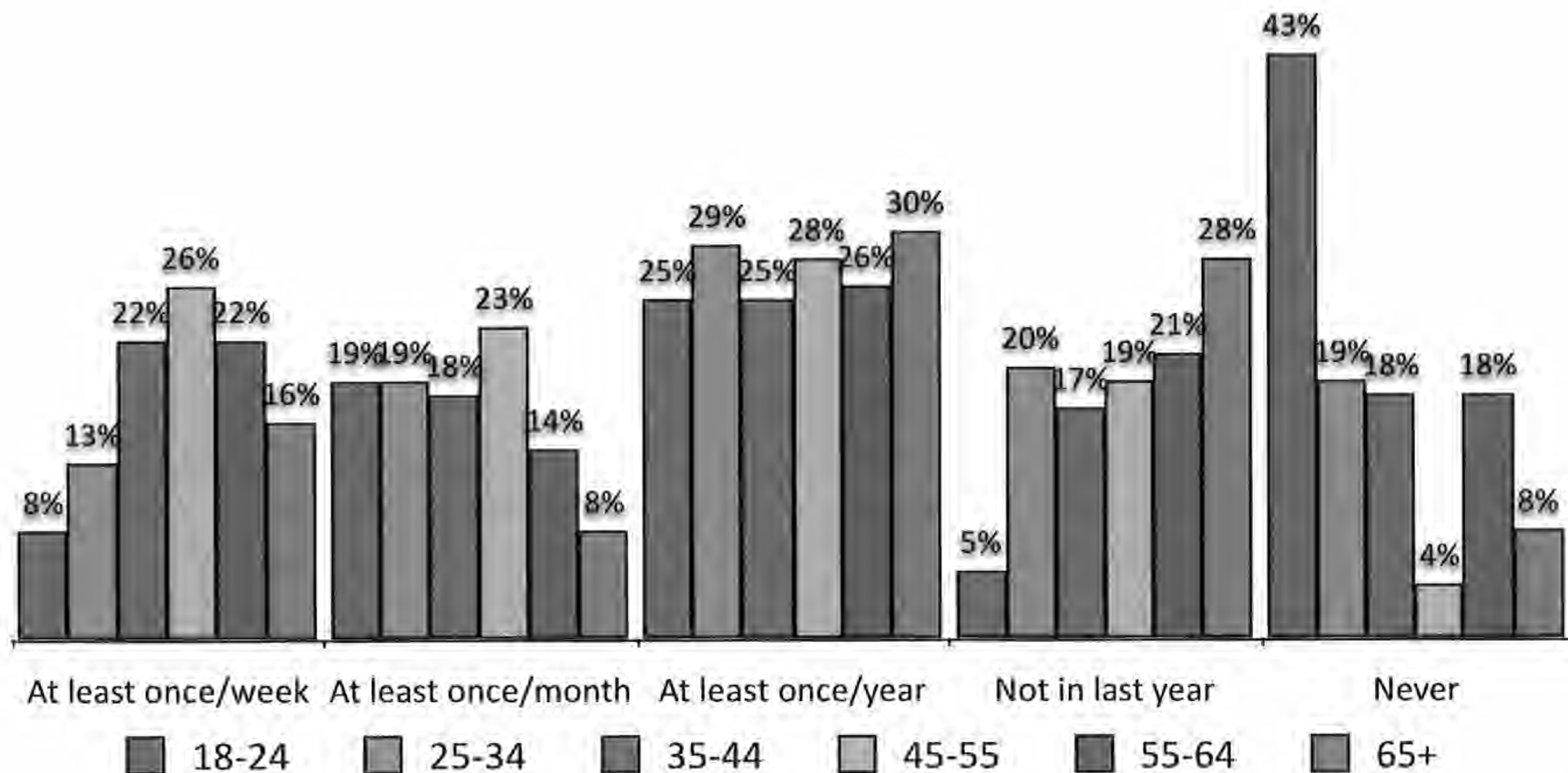
## Monthly play steady at 37% of all Mass. adults

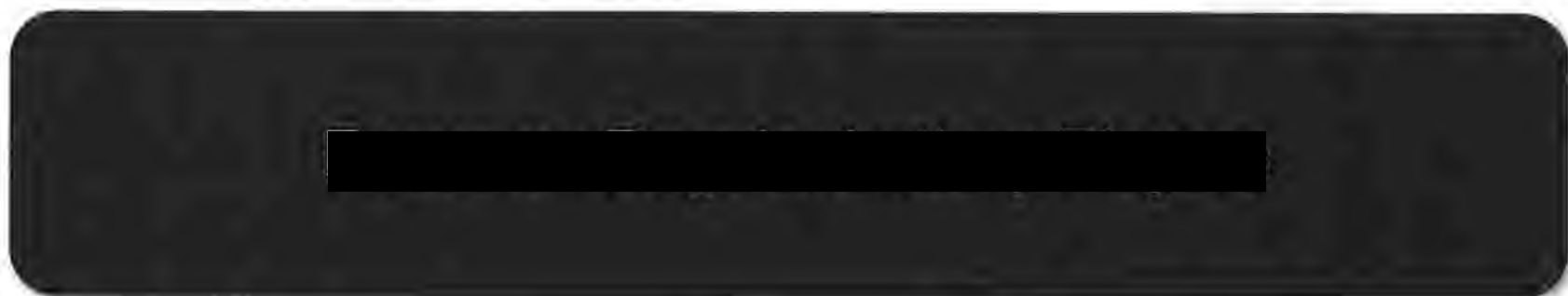
Thinking about the Lottery, which of the following best describes your behavior?



## Lottery is Baby Boomer game; much less relevant for Millennial generation (18-34)

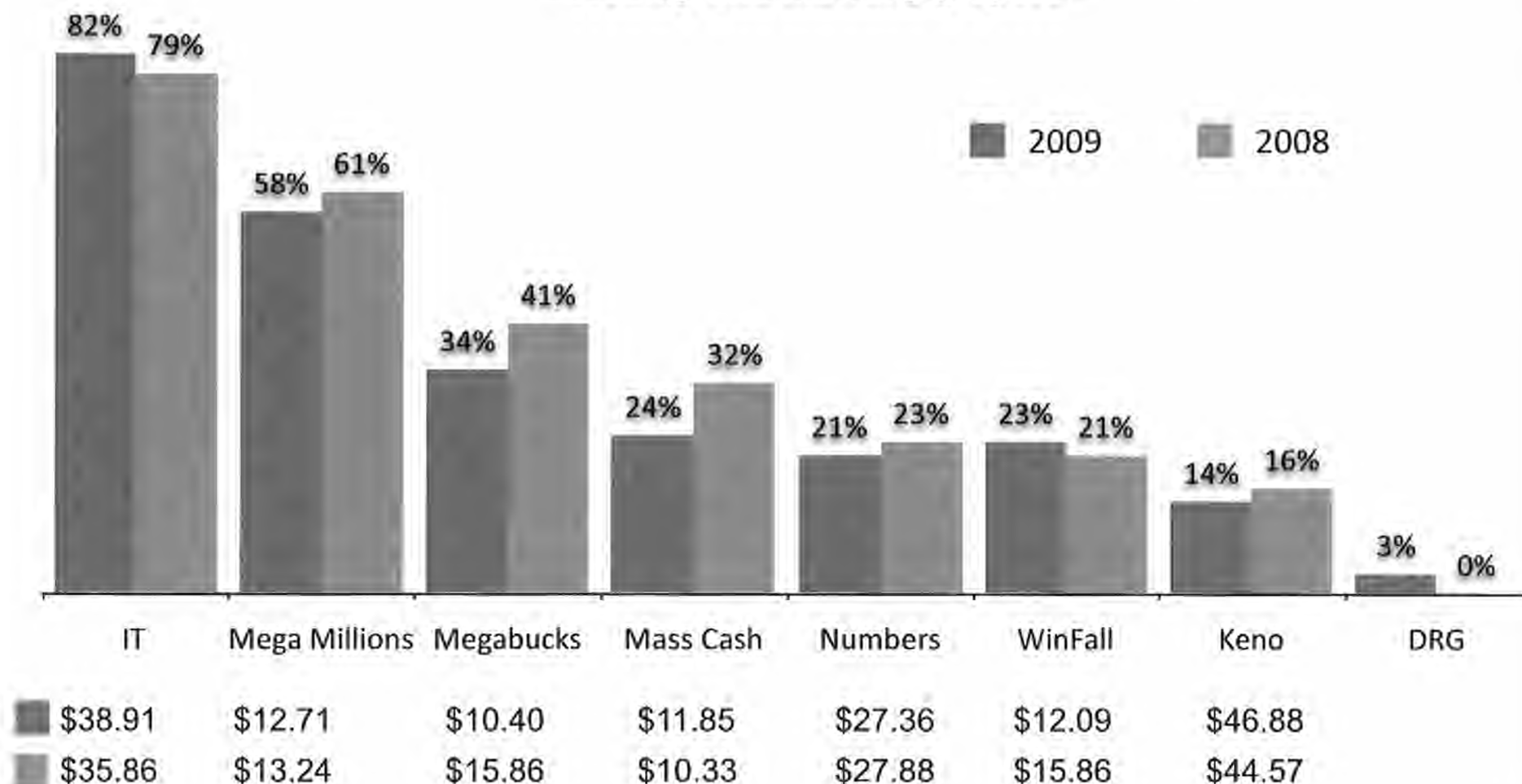
Thinking about the Lottery, which of the following best describes your behavior?  
- By Age Group -





# IT remained strong, most other games down in last year

Which of the following Lottery games do you play in a typical month?  
- Weekly and Monthly players -



# Demo/Technographics by Game

	Weekly & Monthly Player Base	Instant Tickets	Keno	Numbers	Mega Millions	Mega-bucks	Mass Cash	Cash Winfall
% Male	54%	52%	64%	59%	59%	53%	56%	68%
Mean Age	49.4	47.9	47.6	50.9	49.8	51	52.2	52.3
% Catholic	45%	44%	50%	48%	44%	48%	47%	47%
% More than \$50,000	57%	55%	65%	55%	59%	63%	59%	67%
% College graduate	33%	31%	54%	44%	46%	42%	38%	39%
Mean Casino visits/year	2.7	2.9	4.7	4.1	2.7	3.2	3.4	4.5
% on Social Networking site	44%	44%	29%	21%	38%	37%	32%	30%



# Gaming visits are down; spending is up among Weekly players

## Gaming Spend: Weekly vs. Monthly/'09-'08

	Weekly - 2009	Weekly - 2008	Monthly - 2009	Monthly - 2008
# of times visit a casino/year	3.74	4.01	1.6	2.38
Occasions buy lottery/month	13	13.8	3.4	3.6
% who spend more than \$50/month on scratch tickets	40%	35%	6%	11%
% who spend more than \$50/month on Keno	33%	29%	7%	10%
% who spend more than \$50/month on Numbers Game	22%	20%	0%	6%
Average (reported) combined lottery spend/month	\$251	\$176	\$112	\$110
% who buy \$5 scratch tickets on regular basis	39%	30%	27%	24%
% who buy \$10 scratch tickets on regular basis	16%	15%	10%	10%
% who buy \$20 scratch tickets on regular basis	8%	8%	3%	4%





## Core demographics look similar; use of Web 2.0 tools up sharply in 12 months

### Demographics & Technographics: Play Type

	Weekly	Monthly	<Monthly	<Once/Year	Never
% Male	59%	48%	45%	37%	35%
% Catholic	44%	45%	34%	25%	22%
% with HH Income greater than \$75,000/year	30%	33%	42%	32%	32%
% College graduate	29%	37%	50%	48%	49%
% who Share/Forward information online	56%	57%	63%	56%	54%
% use Social Networking sites	42%***	47%	53%	44%	54%
% who read Blogs	35%	42%	41%	39%	35%
% who upload video on YouTube and other sites	20%	14%	10%	9%	14%

\*\*\* use was 22% in 2008





## Concern about important brand elements: “Giving back” and “Honest and trustworthy”

	Weekly	Monthly	<Monthly	<Once/Year	Never
The Lottery is easy to play	71%	60%	62%	49%	29%
It's fun to play scratch tickets.	54%	49%	39%	22%	15%
Lottery is fun.	45%	36%	27%	10%	4%
I know I don't have a good chance of winning the jackpot but I play because someone has to win.	42%	37%	29%	11%	NA
Lottery makes a good gift.	41%	43%	36%	17%	13%
Lottery provides valuable funding for cities and towns.	40%	30%	27%	20%	14%
It's fun to play jackpot games like Mega Millions.	31%	22%	16%	7%	4%
Lottery is honest and trustworthy.	21%	18%	16%	10%	6%



# Factor Analysis: Overview

---

- In order to better understand the attitudinal differences between regular (at least monthly) lottery play and others we conducted a Factor Analysis.
- Factor analysis is a form of statistical analysis which seeks to understand how much of the observed difference in one piece of data can be accounted for by understanding differences in other pieces of data (factors).
- Each piece of data is assigned an Eigenvalue, also known as a characteristic root - which is a measure of how much of the total variance can be explained by differences in one factor. Eigenvalues generally range from 0 to 10, but only data with Eigenvalues over 1 are usually considered important.



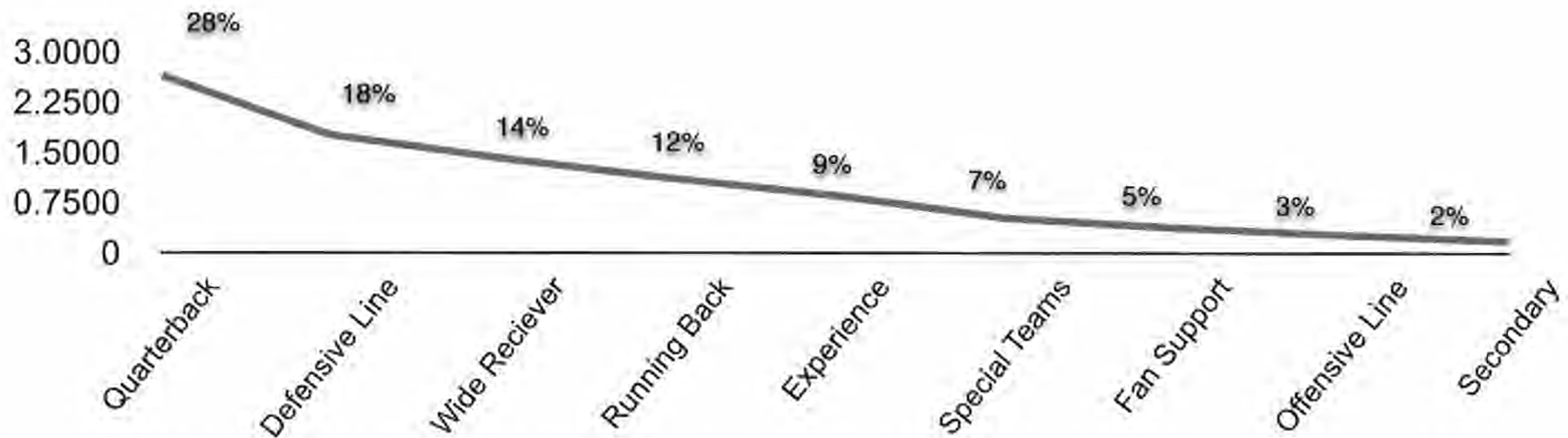
# Factor Analysis: Overview

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- Eigenvalues can then be used to determine the percent of total variance that can be accounted for by understanding that differences in that one factor.
- The total variance can then be used to determine how many variables are needed to explain most of the variance. In general, if 4 variables can explain 70% of the total variance, those 4 factors are considered to have very high total explanatory value.



# Factor Analysis: Example



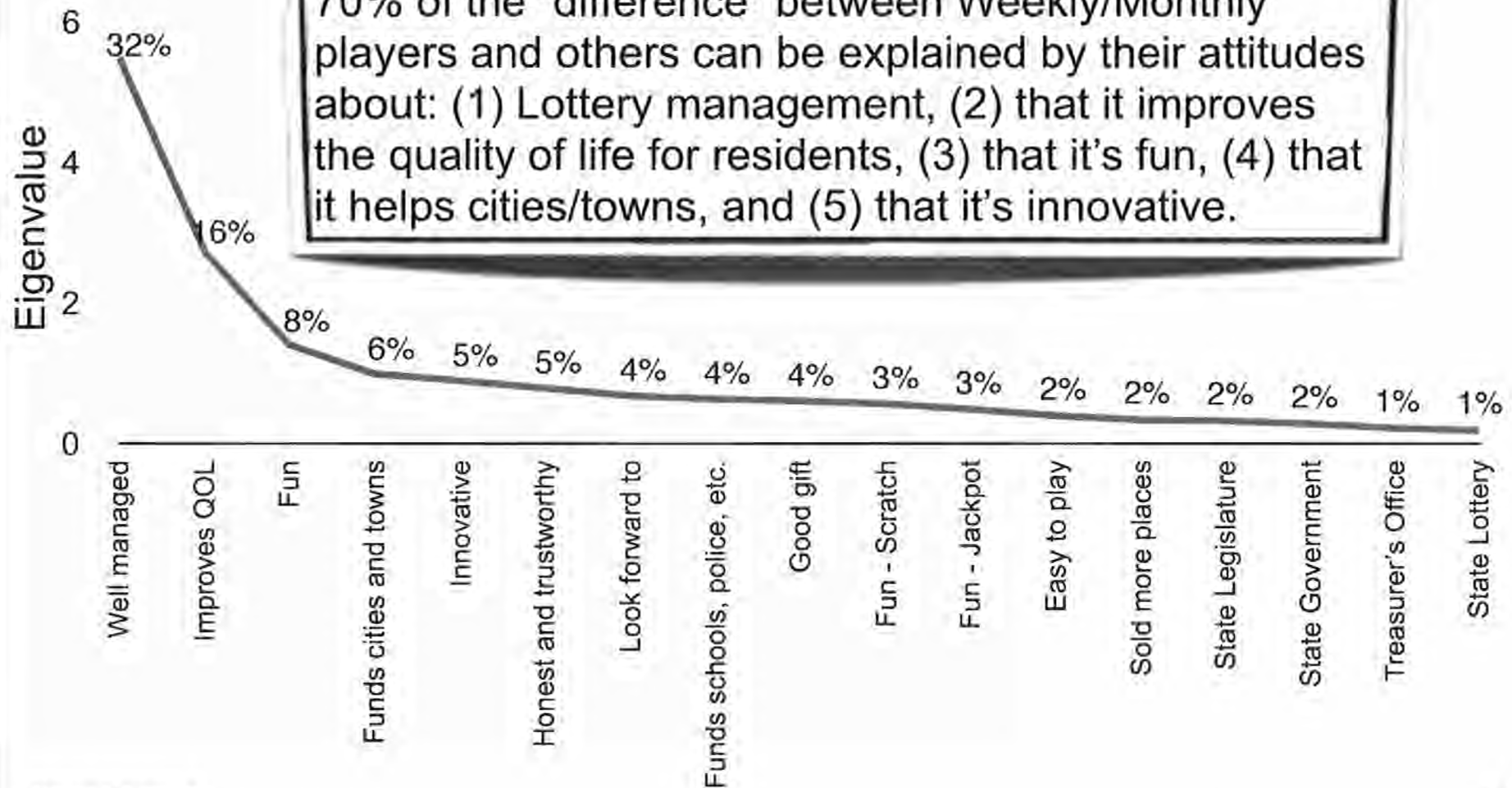
- Assume one wants to know what makes a winning football team. A factor analysis would look at the performance of various aspects of the football team (Quarterbacks, Secondary, Running Backs, etc.) to see which factors of a team's composition have the most impact on teams winning and losing.
- In the example case above, 28% of the variance is explained by the quality of Quarterback play, 18% by Defense, 14% by Wide Receiver play, etc. In this case, the top 4 factors (Quarterback, Defense Line, Wide Receivers, Running Backs) account for 72% of the total variance.
- This information would tell a coach and GM that focusing on those 4 factors are the best and most effective way of improving a team, and therefore drafting and free agent activity should be focused on those factors.



# Pay attention to what they're telling us

## The Brand Matters:

70% of the "difference" between Weekly/Monthly players and others can be explained by their attitudes about: (1) Lottery management, (2) that it improves the quality of life for residents, (3) that it's fun, (4) that it helps cities/towns, and (5) that it's innovative.

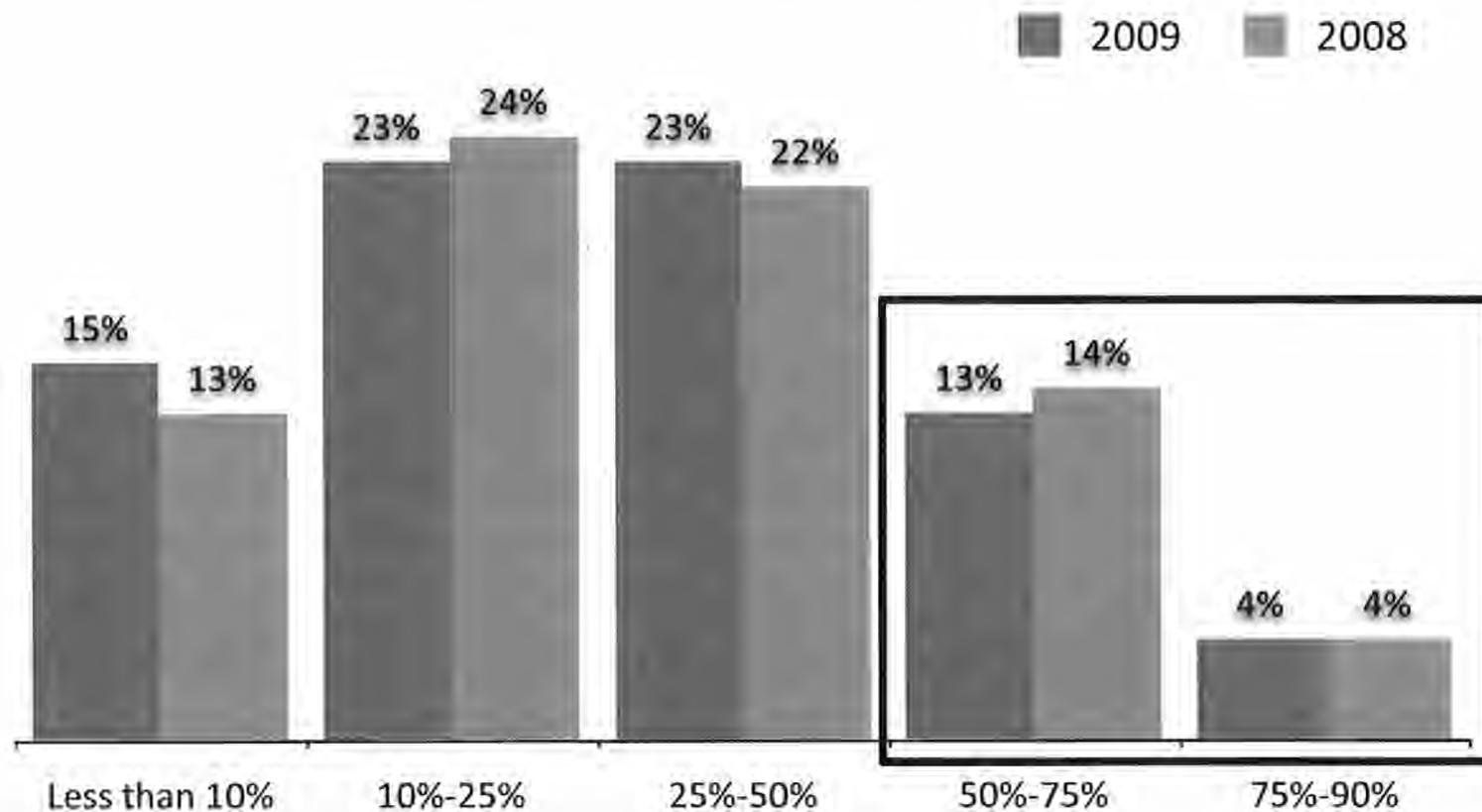


Percentages =  
Percent Total Variance explained  
by that factor



# The VERY important story of “best payout in America” needs to be communicated

What is your best guess at the percentage of Lottery revenue that is paid back to players in winning prizes?  
- All Massachusetts Residents -









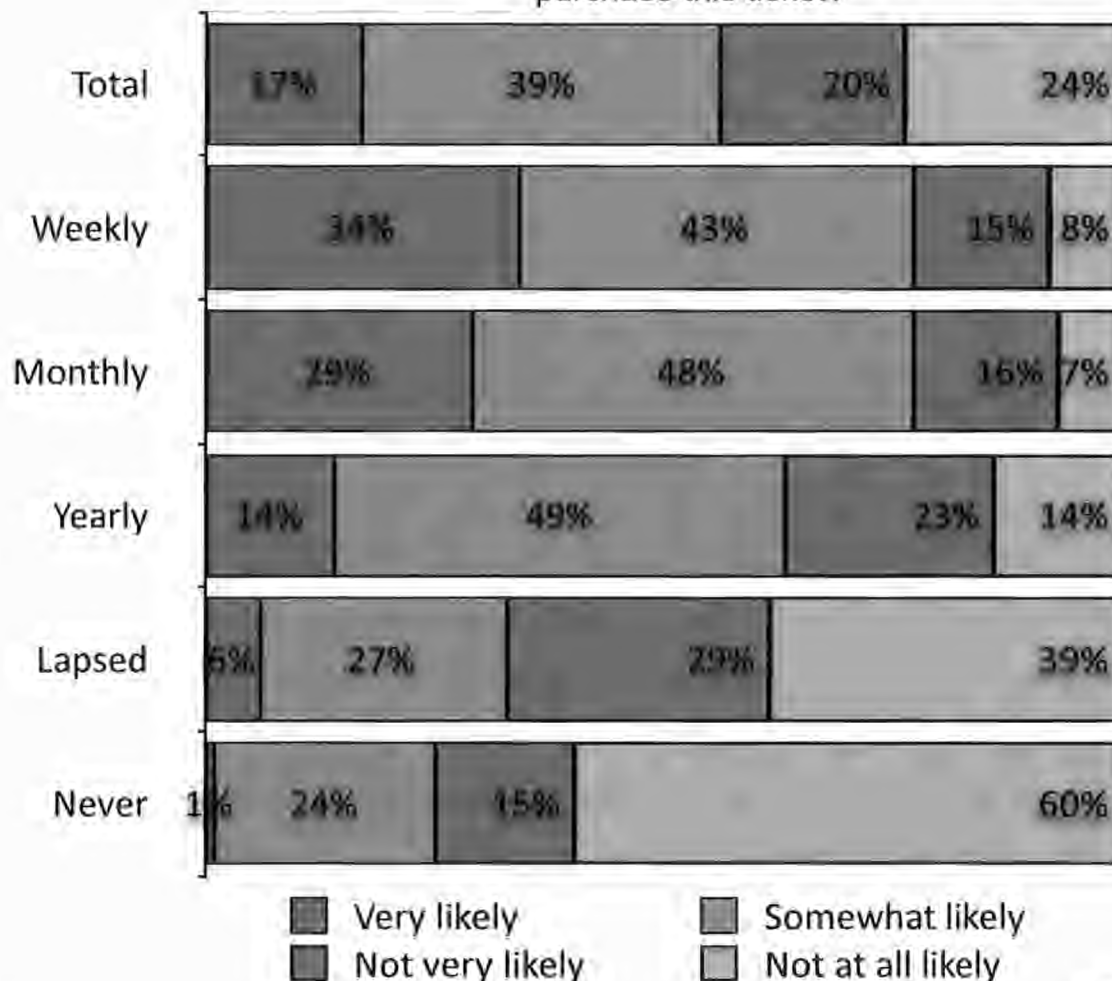
## \$2 Wheel of Fortune game holds promise among regular players; some "yearly's" willing to try

The MA Lottery is thinking about a new kind of ticket. The game is a \$2, Wheel of Fortune themed game where tickets are printed in store, from the Lottery terminal that currently dispenses jackpot games, like Mega Millions and The Numbers Game. The game has two ways to win.

The first way offers an instant win game - you select four "wheel slices" using a play slip and the ticket prints with a "Wheel of Fortune Wheel" revealing cash prizes associated with the numbers you chose. Match two like dollar amounts and win that cash prize instantly, while in the store. The second way to win a prize is based on a nightly drawing. Each printed Lottery ticket also contains a special randomly generated "Daily Jackpot Number."

A guaranteed winner will be drawn every night. If the number on your ticket matches the number drawn, you will win the same prize (cash value) as the top winning contestant on that night's Wheel of Fortune television game show. That prize could be as high as \$1 Million. Simply tune in to the show to find out what prize you are playing for.

From what has been described about this potential ticket, how likely are you to purchase this ticket?



**McDonald, Lisa**

---

**From:** Doherty, Owen  
**Sent:** Tuesday, January 10, 2012 4:47 PM  
**To:** McDonald, Lisa  
**Subject:** FW: Cash Winfall Survey Results

---

**From:** Research US [mailto:SurveyShopUS@snapsurveys.com]  
**Sent:** Thursday, May 27, 2010 12:43 PM  
**To:** Doherty, Owen  
**Cc:** Research US  
**Subject:** RE: Cash Winfall Survey Results

Hi Owen,

That is wonderful to hear. Phil had asked me to contact him once the project is complete. I will go ahead and final bill Phil, and then he said he will process for payment through the MA Lottery.

Again, it was a pleasure working with you.

Enjoy your summer,

Susan

Susan E. Wyse  
 Research Services Manager  
[ResearchUS@SnapSurveys.com](mailto:ResearchUS@SnapSurveys.com)  
 603.610.8700

---

**From:** Doherty, Owen [mailto:odoherty@masslottery.com]  
**Sent:** Thursday, May 27, 2010 12:07 PM  
**To:** Research US  
**Subject:** RE: Cash Winfall Survey Results

Hi Susan,

Everything looks good. Do you contact Phil and tell him that the project is completed or should I?

Owen

---

**From:** Research US [mailto:SurveyShopUS@snapsurveys.com]  
**Sent:** Wednesday, May 26, 2010 5:50 PM  
**To:** Doherty, Owen; Research US  
**Subject:** RE: Cash Winfall Survey Results

Perfect! ☺ Have fun watching the Idol finale!

---

**From:** Doherty, Owen [mailto:odoherty@masslottery.com]  
**Sent:** Wednesday, May 26, 2010 3:55 PM  
**To:** Research US  
**Subject:** RE: Cash Winfall Survey Results

Hi Susan,

1/10/2012

I printed everything and will review it while watching American Idol tonight.

Thank you for your patience with me; it was a pleasure working with you as well.

Owen

---

**From:** Research US [mailto:SurveyShopUS@snapsurveys.com]**Sent:** Wednesday, May 26, 2010 3:28 PM**To:** Doherty, Owen**Cc:** Research US**Subject:** RE: Cash Winfall Survey Results

Hi Owen,

The files are not making it through the system, so I have uploaded the final survey data to our file server. You can download all data results directly from this link.

[www.snapsurveys.com/MALottery/Snap Report MA Lottery Final Data.zip](http://www.snapsurveys.com/MALottery/Snap%20Report%20MA%20Lottery%20Final%20Data.zip)

Please let me know if you have any questions. It was a pleasure working with you and I look forward to working with you again in the future.

Best regards,

Susan

Susan E. Wyse  
Research Services Manager  
[ResearchUS@SnapSurveys.com](mailto:ResearchUS@SnapSurveys.com)  
603.610.8700

---

**From:** Research US**Sent:** Friday, May 21, 2010 5:14 PM**To:** Doherty, Owen; Research US**Subject:** RE: Cash Winfall Survey Results

Hi Owen,

I am just completing a few more charts, and I will have the final analysis to you on Monday.

Have a great weekend,

Susan

Susan E. Wyse  
Research Services Manager  
[ResearchUS@SnapSurveys.com](mailto:ResearchUS@SnapSurveys.com)  
603.610.8700

---

**From:** Doherty, Owen [mailto:odoherty@masslottery.com]**Sent:** Tuesday, May 18, 2010 3:07 PM**To:** Research US**Subject:** RE: Cash Winfall Survey Results

Hi Susan,  
Thank you for keeping me updated.  
Owen

---

1/10/2012

## Current Cash Winfall Comments

## Of the three games, why is Current Cash Winfall your favorite?

Analysis... Why is this game your first choice?

Filter.....: Q4=1 and Q15=1

Why is this game your first choice?
I like that game as it stands. I think it has the best opportunity to win of all the games.
I don't really care for this game at all, so this seems the least confusing...
best value and odds for your wager
only 46 numbers
I JUST DONT LIKE IT.
I like the odds better.
dislike quick picks
best odds
\$2 million instead 1 million
It is my favorite, the value on this I think is better.
no particular reason
I don't like change!!
YOU HAVE A BETTER CHANCE OF WINNING ON THE ROLL DOWN
I don't really play this and don't plan on playing it so I really don't care
one is as good as the other, there is no better winning odds. if there where I would choice that.
I like how the prizes get bigger once you hit 2 mil.
Seems like the odds are better to win. You guys recently destroyed megabucks, I don't want to see winfall go this way too.
zip
like an old dog its hard to teach this old goat new tricks.
the others are confusing to me, I'd rather it stayed the same
i like it
I just happen to like that one
I like the starting payoff at 500,000 and top payout at 2 million
I like the 2 million roll down
Like the amount of numbers
I like to pick my own #'s, the other 2 are saying you pick one set of numbers and get two quick picks. I don't like quick picks
bad taste from the very beginning, would probably never play any version
I play 4 tickets twice a week. When the jackpot is going to roll down I spend about \$80.00 to \$100.00 dollars that night. I find the roll down option fun I usually get three numbers and once I got 4 numbers.
I REALLY AM NOT INTERESTED IN ANY WINFALL OPTIONS
I really don't care about cash winfall

## Current Cash Winfall Comments

## Of the three games, why is Current Cash Winfall your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=1

Why is this game your first choice?
Seems less confusing
don't like any, but it's the only one that I would play IF I had to.....DUMP the game & get something new.
less numbers
Why fix it when it's not broken?
Most money win potential
Yes
It sounds better
Seems simpler
It is hard enough to win on this game. Increasing the numbers will only make it harder!
don't care
Pay out are better then other options
I really have no intention of playing with any of the options presented
We really don't need a change, just more winners
It was the best choice out of the 3. Best payout.
2 dollars for 2
Just like it
the current game NEVER gets won by anyone so why would you increase the numbers just for a small increase in the payoff?? it would be better to increase the current payoff (better win fall) and bring in more players who see a better chance at winning
I'm a season ticket holder - I like when it stays consistent.
I like the size of the jackpot before rolldown, only having to match 2 numbers for a free bet and the fact it is a lump sum payout
I like the bigger payouts
because you wouldn't let me ignore question, so I just picked one.
I like the way the current game is structured
no special reason other than I'm superstitious and don't like change
Your odds on winning will be better the way it is now.
well no one ahds hit the jackpot in over a year, at least u get more back if u have a roll over
seems better
Top prize or roll down will be given about the same time on average as it is now. The other ways of playing options will take longer to get to the top prize. The new options are going to have winners more often but these options will have fewer top.
I like the game as is.
odds seem to be better

## Current Cash Winfall Comments

## Of the three games, why is Current Cash Winfall your favorite?

Analysis... Why is this game your first choice?

Filter.....: Q4=1 and Q15=1

## Why is this game your first choice?

It provides better odds of making more money...

I think it's the best deal

like the payoff and odds. Free play with 2 numbers remains the same but 3 number payoff of %2.00 is not something that would make me buy a ticket

I'm not keen on the picking first wager and getting 2 quick picks, I don't like the quick pick option for this game. The two extra wagers should be the players choice, either to pick the numbers themselves or choose the quick pick option. It should be

simplest

You have better chance of rebetting your money.

seems like the biggest jackpot

because of the rolldown of prizes, it would seem like a better chance to win a decent amount

I like the period between roll downs and do not want to see the number field expanded

Because is fair game.

cash option

I don't like when my existing lottery games change

Don't like increasing the amount of numbers to choose from like the other options. Also, easier to follow

better prize payouts

I like the payout when it rolls down.

I like keeping the total numbers at 46 and the random payout vs. a fixed payout.

Better odds.

Sorry just dont care for the game not my choice when playing games

Just because it was A not enough money in this game

I like the one play option.

The game as it is seems to work well for all

It's simple. It requires no choices except for Quick Picks. The option of winning big is slim, but the odds are even less with the other options, which require picking numbers for the first choice. Also, the final week when the jackpot reaches \$2 mil

I completely understand it

Because I Won big on existing cash winfall I don't like any changes

keeping the jackpot money constant. If you do more bets for less money, pot would be smaller.

I have been playing the same numbers for years and wouldn't want it to change. I am happy when I get 2 numbers and I receive a free play.

1 play 2 dollars

it's affordable and exciting

JUST THINK I LIKE IT OVERALL



## Current Cash Winfall Comments

## Of the three games, why is Current Cash Winfall your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=1

## Why is this game your first choice?

better odds

I dont like or play the game....I had to pick one.

If you change it, it is too much like the other games. I like the way it is now

I have no problem with the game

I like the way it is currently played.

I seem to do well regularly getting at least \$2 free play a few times a month

never really into changes on games.

used to it...too many games/changes = confusion

I'm satisfied with it the way it is.

It would give a better chance of winning a larger amount for some winners

because its hard enough now to win with 46 numbers and the roll down when it reaches 2m is not a good one...rather keep playing and win rollover amount...the roll down prizes are not enough to keep me playing

## MORE MY STYLE OF GAME

Opportunity for larger prizes when Jackpot reaches 2 million without an increase in the number of possible winning combinations (I would not like this game as much if the number of "balls" increased from 46 to 48).

seems less confusing of the options

simple

easy to remember....i spend 2 i get one bet.

The most money for the play

Nobody seems to hit the jackpot now, so why would you decrease the option to win by adding more numbers--people would really like it if someone actually won before the roll down, but it's nice to get 2 numbers once in a while and get a free bet!!

I not really good with change

better chance of winning and less complicated

It's simple.

I like the way it is now. I think if its changed the amount of winners will bring the prize amount down.

I like the current version the best. I load up when it reaches 2 million because I know I have a decent chance at winning a good prize. I usually play \$500 worth of tickets on rolldown nights. If you start giving 3 tickets for \$2, it is going to go

I like the 46 numbers and the way the payout goes.

It creates a lot of excitement.

The others are too complicated to understand. Although your odds might be higher to win, regular folks will opt not to play due to the directions.

are used to it this way, its hard enough to pick and win out of 46 nevermind 48, all game payouts should be redone to give all players a chance. many many people would enjoy \$1000 to say 50000. winning 10,20,30 million for 1 person is ridiculous and

I like it the way it is now, if I only play one lottery game its cash winfall.



## Current Cash Winfall Comments

## Of the three games, why is Current Cash Winfall your favorite?

Analysis...: Why is this game your first choice?

Filter...: Q4=1 and Q15=1

## Why is this game your first choice?

Even though no one ever wins, its the one I'm used to. Like the rollover.

I'd rather pick all my numbers and I play for \$2. is ok.

with the addition of additional numbers per play the odds become even more remote of a 6-6 ticket combination

Because forced to make a choice. I do not care about cash winfall in any form.

Least complicated. Most value.

I would not play

I win a lot of small prizes and hope for the big prize.

I guess it would give one more of a chance.

I like the Current Cash Winfall - I like the fact that if the Cash Winfall doesn't not get hit at the 2M it rolls down and the prize total goes up.

I like the game as it is

like this option

I don't care for any of them. I had to pick one to continue the survey

because you have a better chance to win 2 million and it keeps it different from the other games.

ria

I think it is a better value

Better odds

I have had several roll down 2nd place est game ever

value and odds vs other lottery games

like the idea you give all the money away when it hits 2 mil

Most like the current game.

I don't play this game and won't had to pick one of the options

I'd rather just leave it the way it is. Do not make the numbers field bigger ( 48 instead of 46 ) too hard to win

If I hit by myself the payout is bigger

Payments are higher

I don't play this game

I like the way it is. I play it every week

\*

## BEST CHANCE TO WIN

just seems to be best odds for most money

I play for \$2 is unique it is a premium game and should cost a little more. there are plenty of \$1 games to choose. I don't think the 2 million should roll down if nobody hits it should stay at 2million and have the roll down prizes increase. I p

## Current Cash Winfall Comments

## Of the three games, why is Current Cash Winfall your favorite?

Analysis... Why is this game your first choice?

Filter..... Q4=1 and Q15=1

## Why is this game your first choice?

because you can win the most money right from the start

Price of \$2 keeps people out of the game. 48 numbers is too many, chance of big winnings is still there.

The others seem to complicated, and it's unclear how the two free pics would work for seasons ticket holders.

because i don't care about this game

better odds?

Every time you guys "improve" on a game, i.e., Masscash, Mega Millions, etc. you typically increase the number of balls in the draw, which makes it increasingly harder to win. Why not try changing the game by offering a lower grand prize, but bigger

The game is already hard enough to win. I do better picking my own numbers than with quick picks. I currently play 3 sets of numbers and at least win a few free games on a regular basis. Increasing the number to 48 makes the game more difficult an

3 plays for \$2 is unweildy

like it the way it is

Less complicated

Because of reaching a certain amount and then rolling down the prize money for the different levels instead of making jackpot grow up and up like the other games. This is what makes Cash WinFall stand out from all the rest of the games and that is wh

I don't know.

the other seem difficult

seems better bet

I don't play Cash Winfall, but have a close friend who enjoys it in this format. I think some people would quit playing if you changed it.

seems fine the way it is

unsure

I use quick picks only don't want to choose the first number

I don't like any of them but this the best

Sometimes games change too much when you change them a little...if it is not broken don't fix it... Sorry...

2 million prize

More money

easy to understand

when i play it seems like its easy to get at least two numbers.i play much more when it reaches 2 mil.everyone plays more at this time which makes it more exciting as jackpot grows way beyond 2 mil. the best part is jackpot is lump sum,not annuit

Having one \$2 number draw n game is a good option. Lowering the price makes it seem like no one plays it and it is not successful. The Lottery is having a sale.

simplicity

less numbers

easier to win jackpot than 6 of 48, not forced to play quick picks

## Current Cash Winfall Comments

## Of the three games, why is Current Cash Winfall your favorite?

Analysis...: Why is this game your first choice?

Filter..... Q4=1 and Q15=1

## Why is this game your first choice?

its not but if the jackpot is big you play

like the way it is

yes

JUST MY ORNION

pay outs

I just like it.

Familiar with it, two chances a week and can watch it grow.

MORE NUMBERS IN THE DRAWING MAKES WINNING HARDER

Just like it the way it is. More numbers less chance to win.

The game is working well now. Any modification might impact the current value adversely.

seems the best

I like that they give it all away at 2 million and no additional numbers needed.

Less confusing

less numbers to choose

more money

Its fine the way it is.

Of all of the lottery games, I have had more consistent hits on this one.

chance of winning is good

just a gut feeling... I like the status quo

ease but do not play or care about game

ITS THE BEST WAY TO GO PERIOD!

less numbers to match, larger winnings

sounds good to me

It has fewer numbers to have to match. I often win a free ticket with this option. I would have less of a chance of winning with the options B and C.

dont add more numbers

not really sure... never played the game

The other two are worse

Let's face it, this game is a small time game in the era of 100 million plus jackpots. It takes forever to roll over, and that is the only time most people play it. This game should be retired and mass cash be made an every day game with 7 drawings a

IF IT AINT BROKE Y FIX IT?

I very seldom play due to the odds, due to the odds I feel it is a waste of money to pay more.

## Current Cash Winfall Comments

## Of the three games, why is Current Cash Winfall your favorite?

Analysis.: Why is this game your first choice?

Filter.....: Q4=1 and Q15=1

## Why is this game your first choice?

don't fix it unless it's broke

better rolldown odds, quicker time until rolldown

I choose the numbers

Better pay outs once it reaches 2 million.

easier to understand

more money paid out

familiar and like the dropdown feature

I've always preferred to pick my own numbers, and a smaller field of numbers to choose from gives better odds than two additional tickets in a larger field would.

Like the higher payout and 2 less numbers to add to the odds

Cost!

uncertain payoff

no reason

sounds best

Less confusing

because I am a quick pick player

If it's not broken why fix it

Increasing the lower levels.

payout better but not GOOD EITHER

simple

The more numbers to choose from makes it harder to hit all six

the chances seem better.

dont like change

Same Odds, 2 million dollar cap, Keep the game and add the free quick picks

Because no one ever wins this game. Adding more numbers to the field is going to make it harder to hit. The payouts are terrible \$4000. for 5 numbers matched, come on. The only good thing about this game is the cash option.

It's an opportunity that grows in value

Others are too complicated. The odds are even harder in the other two options.

I do not like it when the lottery continually changes the games. I have been playing Cash Winfall since the game started and I don't want to see it changed. My philosophy is - if it ain't broke, don't fix it! What I would like to see are the numbers

I like the odds better with 6 of 46 rather than 6 of 48.

the game works good, the way it is set up now.

Because I prefer 6 of 46 rather than 6 of 48. I don't like adding 2 more numbers

## Current Cash Winfall Comments

## Of the three games, why is Current Cash Winfall your favorite?

Analysis... Why is this game your first choice?

Filter..... Q4=1 and Q15=1

Why is this game your first choice?
Don't really play this game- but like the way it is now
I really don't like how the lottery is run - overall there have been too little decent payoffs and way too many single high payoffs - who needs \$20 million - many people could use 500 or 5000 or 50000 - you create so many losers and not enough winners
Has the biggest payoff. However the new Megabucks is not the best bet for the price. In four years of Cashwinfall you have had about 5-6 winners and only one jackpot winner. This game (cashwinfall) stinks as it is. Why dont you just let it go on
Just keep it the same. If you want to make a new game, make a new game and call it something diferent.
simple.... pay and lose
no contents
Because the base number to pick from stays at 46. Increasing the base just makes getting any amount of money harder.
Simple game for a simple mind
best option
the picking of more numbers, and quick pick thereafter
less numbers higher amounts
free bet for 2 numbers.....but would like to see five drawings as before
I don't like the 3 plays for 2 dollars, nor do I like adding numbers to adjust the odds. I prefer 2 dollars per play, current format.
500,000 guaranteed first prize. Fewer tickets sold so roll down usually happens and many people play more, and more people have a shot at winning something in the final game.
only needing to match 2 of 46, the odds are good I'll at least get a free bet (and usually do)also if a ticket doesn't win I can just throw it away and be done with it ... rather than keep track of it for two more draws
prize
better payout
easier to recall
more to win
Sounds good
better pay outs
Less numbers... higher jackpot
I don't think any of them are any good. I think the state is taking advantage of people by lowering the odds of the lottery. A lot of people that are in desperate need of money play the lottery thinking they will win money to help them out of their
People are used to it...with so many games and options either get rid of it or leave it alone...sales will tell you what to do
LESS NUMBERS FROM WHICH TO CHOOSE
chance of winning better
My first choice is to have more winners overall but that was not choice. I feel all three choice are the same unless you have more grand price winners--I feel strongly about this. People will pay more if there are more big winners. Option A, B and
6 out of 46 better chance to win

## Current Cash Winfall Comments

## Of the three games, why is Current Cash Winfall your favorite?

Analysis...: Why is this game your first choice?

Filter...: Q4=1 and Q15=1

Why is this game your first choice?
If you increase the odds, you will lower the chance of my wins. Cash winfall is the only game that I get an occasional win from.
Keep the game as simple as possible so people feel like they have a chance of winning. Increasing the lower tier payouts would give people the feeling of getting more for their money.
I like the name
no special reason
Every time you add a number to a game it makes it harder to even get the two numbers you need to win a free ticket. I love this game the best!!!
I don't like multiple plays for the same amount.
I like it, when nobody wins it rolls down.
The current Cash Winfall is the only quick-pick-type game I ever win. I've won a free bet several times and \$26 3 times. Don't change it.
less numbers
single play options preferred
want the bigger jackpot
first choice
I like the way that the game is currently set up.
The game works well now. \$1m jackpot is too low. Getting extra quickpicks just sounds more complicated and more of a pain to keep track of.
Increasing the number to 48 decreases the probability of winning. Mass millions would do better if after a large number to win is split to 4 or more winners with the top prize split. More folks would buy. Who really needs \$140 million?
No Opinion
I like the odds of the fewer number choices (than option B) despite the single play and the higher payout (than option C.)
I really do not play cash winfall because I never use to win and a free ticket for 2 numbers is not sufficient for the price of the ticket.
I am use to it.
the other two options are dumb
Amount when it rolls down
just like it the way it is
Really no reason other than you required an entry. I do not play the game because it is too expensive and does not offer a high enough payoff. I only play the MegaBucks when the payout is in excess of several million dollars. Below that it level I h
the other 2 are 2 weak... consider 3 plays for 3 million before rolling down!!!!
Because there is no option that says "Dislike"
odds
the more numbers you add the less likely I will be playing
higher top prize same odds
I have won on the roll down and like the odds.



## Current Cash Winfall Comments

## Of the three games, why is Current Cash Winfall your favorite?

Analysis... Why is this game your first choice?

Filter..... Q4=1 and Q15=1

## Why is this game your first choice?

Don't know

Simpler, entrenched

I always liked it and don't like change

option of free bet with 2 winning #'s on a ticket and the larger payouts for the higher the jackpot gets

Quick and easy

2 mil prize for 6 numbers out of 46

I think the time to build to the paydown option is just right and the payoffs on the rolldown are perfect.

like it the way it is

Cash winfall is one of the lottery games I never play so I don't know anything about it even if it were to change I don't think I would play.

Players get to choose all their numbers; only when players can win by matching across all three lines (eg. former Match 6 in PA) is it appropriate to require "quick picks"

Because I am used to playing this way.

I am familiar with it and you pay for the numbers you want, I don't care about getting free quick picks.

don't care

1

im not really a fan of the current one but i dont think the other two made any difference

I know it and I like it

dont need any more numbers added on thats how the rest of the games progressed leading into larger jack pots spread the wealth not just think of the state finances

go chance to win increase the numbers increase the odds

odds

had to pick a choice. really don't care what the hell you call it. too complicated!

I'm not sure, had to pick one.

the more numbers there are the harder it is to win anything

it just seems better and I think you don't fix something that already is good !!

dont, like others

it starts at 500,000

The new game would probably not be any better than the existing one. The odds on all the games and tickets are absolutely terrible and I spend a lot of money on the lottery. As of 5/1/2010, I will not be playing at all

Fewer numbers to choose from

I just hit four numbers and I like the higher payout

n/a

easiest to understand



## Current Cash Winfall Comments

## Of the three games, why is Current Cash Winfall your favorite?

Analysis.: Why is this game your first choice?

Filter.....: Q4=1 and Q15=1

## Why is this game your first choice?

It is quick, easy and with a good prize.

Its simpler, I really don't like any of them but I like that one better.

It has a higher low est prize value (\$500,000 vs \$250,000)

Better high prizes to "look forward to" once the prize "rolls down n"

least complex

Not sure, I really don't play cash winfall, the few times I played I did not win anything.

less numbers, better odds

Amount of money to win.

easy to understand

odds are better

seems like a better pay off

less numbers to choose from

I feel it's the best deal except the roll down n should be larger for less numbers hit.

none are my first choice when \$ roll down n it seems there no winners.. cash winfall 6 # have not been hit in over a year.

I like the odds.

If it's not broke, why fix it? Wait, less for me and more for you. I get it.

leave things as is

People are used to it and the payout is fine

seems like better odds

its just easier to play

it seems the best

odds.

more money

best odds

The chances to win are better than option B and the prizes are better than option C.

more straightforward, the other games are gimmicky in pricing

Fewer numbers - better odds.

More Money won!

Nobody has ever won the top prize, so what different does it make?

## Current Cash Winfall Comments

## Of the three games, why is Current Cash Winfall your favorite?

Analysis: Why is this game your first choice?

Filter: Q4=1 and Q15=1

## Why is this game your first choice?

It's OK

because I like to choose my own numbers and don't have confidence in the Quick pic odds. Conclusion over the years it was the numbers that I chose that allowed me to win - not the Quick pics.

bigger jackpot

I'm used to it this way.

It is difficult enough to win something from this game. Increasing the number pool will only make it more difficult and I don't know if I would continue to play my quick picks weekly.

Win more

no reason.

no special reason

better odds of winning and I like the cash structure.

like it better

adding more numbers decreases the chances

fewer balls better chance of winning

I like the game and payout structure. I like quick pics and never choose my own numbers for anything but mass cash. If winfall changes I will most likely stop playing. I get one pic per draw until it rolls down and then I play 50 to 100 quick pics.

Because the 2 million gives better chance to win 40k, and also more people can win once the jackpot goes to 2 million.

gosh, at least you win back something once in a while. 46 numbers is too much

Because I win at least a free ticket or have one the roll down prize twice

Had to hit one spot

odds and payout

easiest rules to understand

ITS SIMPLE AND I ENJOY IT MOSTLY WHEN THE JACKPOT GETS CLOSE TO 2 MIL.

cheaper

less numbers in the pool - 46 rather than 48

As for most games in your lottery you continue to increase the odds of winning yet reduce the prizes

Ain't broke, Don't fix it

the name sounds better

Don't see options as improvements for players

like 2 mil roll down, don't like increase of numbers to 48, don't like 1 mil roll down

The main problem I have with Winfall is the \$2 for a ticket. I'm still playing it as is, and I'll still play it if it changes. But I like the bigger jackpot with 46 numbers. The reasons I don't like the other options is because of the 48 numbers, and

sounds good

## Current Cash Winfall Comments

## Of the three games, why is Current Cash Winfall your favorite?

Analysis...: Why is this game your first choice?

Filter...: Q4=1 and Q15=1

## Why is this game your first choice?

I do not like change, nor do I like to have to think to play my lottery. I like easy, and no change.

because I don't like constant change

It's what I am used to.

6 of 46, greater chance to win

I rarely win anything other than a free bet (2 numbers matched to winners). Increasing the odds doesn't make me think I can increase my already low chances of winning.

Creature of habit.

Just like it that way.

no option not to play at all

I like my chances with the game as is.

Now that I understand how it works I would play more often. I found the payout info very confusing but like the way you lay it out in this survey.

It seems to be the least objectional

Stop adding additional numbers the odds of winning get longer!!!

The 2 million dollar top prize.

sounds like a good idea

More so because I have become accustomed to it and I know how it works. In addition, it is 6 of 46.

Like the concept of game growing for payout, and \$40,000 is good amount for an almost win. I wish that I would be better advertised when it is close to windfalling...I never really know unless my friends mom tells me, she still gets the new paper.

Seems easier to understand and play.

Seems closer to the current game, keeping the odds of you winning higher.

It's the easiest to understand...at least for me.

None appeal to me. It's not worth changing.

Much simpler to understand.

simple

I really don't care about this game it is stupid

Because, with the state's fiscal situation, I can't believe that any changes in the game would be to the benefit the lottery players. If anything it would be geared toward generating more revenue, which means to me decreased odds of winning and small

at least you get a chance

I don't like change

PAY OUT IS STILL TO HARD TO WIN CASH. FREE BET DOESNT CONSTITUTE A TRUE WIN

easier to understand

I think it builds the pot quicker

## Current Cash Winfall Comments

## Of the three games, why is Current Cash Winfall your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=1

## Why is this game your first choice?

I like the chances of winning the bigger pot.

it seems like the best bet for your money

Easier to follow

I like the odds better. Adding just one number substantially decreases my odds of winning, and for the player it is all about winning and feeling like you have a fighting chance.

sounds like a better game better chance to win

really not interested in anything that I would need to think about yet have no control over

I like the low odds and higher "max" payout.

THE BIG PRIZE IS THE GREATEST, OF ALL THE OPTIONS. I LIKE THE 46 NUMBERS AS OPPOSED TO 48.

Because when the prize hits \$2 million, the smaller prize payouts increase substantially.

It appears to be better odds

Just leave it the way it is, you ruined megabucks now you want to ruin cashw indfall also you ruined the kerio to go with the new website. I used to be able to just wait a few minutes and get the next game by hitting refresh button. Also...go to more!

seems to be easiest to understand and good value

I LIKE THE ROLL DOWN AND PLAY EXTRA TICKETS WHEN IT GETS CLOSE TO 2 MILLION. I FEEL THE OTHER GAMES ARE TO DILUTED WITH THE EXTRA TICKETS.

Because I am not forced to pick a set of numbers. If so, I would feel the need to always have to play them in case they hit because if they did come in, I would know that I would have won had I played them again.

I don't play cashw indfall it didn't turn me on.

I like the method now and possibility of high jackpot and higher lower jackpots when it doesn't hit.

higher pay outs

**Current Cash Winfall Comments**

## Option C Comments

## Of the three games, why is Option C your favorite?

Analysis... Why is this game your first choice?

Filler.....: Q4=1 and Q15=3

## Why is this game your first choice?

It feels like you get the most value out of your money/time.

Better chance of winning

Better odds with lower number to choose from:

48 numbers

additional play

less numbers in the game

Less numbers 46 instead of 48,

6 of 46 is slightly better odds. Also, \$2 is a lot to pay for one chance.

Better odds of winning. I do not play lottery games for enjoyment. I hope to win money.

sounds like a better chance with less numbers

Better winnings for lower levels

Because the roll down is sooner.

better odds

Maybe this would be better and quicker.

It seems to be the game people will play more so the jackpot will get to 1 mil quicker

less numbers

better chance to win

I feel the bigger the pot, the pot should be divided into having more winners. a suggestion, the husband and i always say this,,when the pot reaches a high number of millions, not just cash windfall, all the lotteries,,when they reach 5 to 10 million

Out of the 3 that would be my first choice, I do not play this game at all.

Odds look better

more plays per pay. likely faster rolldown.

roll down would occur sooner and 3 chances are better than 1

Least amount of numbers and since roll down is at \$1 million, you don't have to wait as long. I only play cash winfall when I know it's going to be a roll down.

I only play on roll down weeks

You get more for your money

Looks like a better chance of winning more money

Because it gives a better chance of winning some money for the amount you pay...increasing to 48 numbers highly decreases the odds

It's easy to understand

better value, it would appeal more today

seems like the chances to win are better - although i could be quite wrong



## Option C Comments

## Of the three games, why is Option C your favorite?

Analysis... Why is this game your first choice?

Filter<sub>filters</sub>: Q4=1 and Q15=3

## Why is this game your first choice?

There is value at the lower prizes

6 of 46 instead of 6 for 48

Something different, it seems the \$2M frequently gets rolled down. I think the \$1M rolled down would mean more winners.

Just made a choice. Not interested in playing Cash Winfall at all.

I think you have a better chance with lesser numbers. I also like you get the 3 plays for 1 price.

better chance

SEEM LIKE YOUR ODDS WOULD BE BETTER

it seems the easiest

The roll down at 1 million would take less time and with the extra plays it would increase my chances!

odds increase with 2 less numbers more winners, less payout

better chance of a payback on initial investment (pays \$20 for 3 numbers correct) plus free quick picks.

I don't any of choices,, I just don't like the \$2 bet

I like this option the best

more roll downs

It seems to hit the roll down faster.

No reason in particular. I just do not like the game at all, so any change would be OK with me.

More money pay out and the number of tickets for the cost.

I just like the way it is paid out.

Option C is better because I am more likely to win a prize.

the less numbers the better

better odds for money

seems like better odds to win something and more for your money

Gut sense better chance of a win

It seems like better odds and one doesn't have to wait as long, sometimes up to 2 months, to see a winfall.

n/a

More plays for the cost

it is more inexpensive and has better odds than #2

It gives you the best odds to win

Seems like odds of winning something are best

It seems like a better value for the money. Maybe it will be easier to hit it. I note that it seems, to me, that not counting the winfalls, there was only ONE person that ever hit on Cash Winfall, i.e. six numbers. I do not understand that. People

## Option C Comments

## Of the three games, why is Option C your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=3

## Why is this game your first choice?

spreads the money faster

No reason really

The turn over on the biggest prize, seems to be a better bet for myself.

The odds remain the same, but you only have to hit the \$1,000,000 before the roll down.

better chance of winning

Easier playing rules.

fewer numbers to choose from.

Because it still keeps the original game intact, and offers a second type of game if you don't like the first. If you change the original game altogether, I think it would be a mistake.

I like it

A million is enough to win

quicker rolldown

more plays, better odds : perhaps

46 numbers versus the 48. I'd rather have somewhat a better chance of winning 250,000 than a larger sum.

It seems more exciting and I like the qp aspect

better odds for winning

Less numbers in the pool

better odds for the money

3 bets for \$2 without increasing the number pool of 46 to 48 seems better

Better odds of winning

The payout seems to be better.

like it the most

Amount of two mil should not be lowered. Prize level increments should be raised

odds are better and rolls down faster

more chances of winning

more chances to win

simpler prize chart

less numbers to choose from making a better chance for winning

The jackpot is seldom hit (maybe once a year) as it is. Increasing to 48 numbers would make that even more unlikely

It would seem to have better odds of winning

I have no interest in playing a game like this for \$2. That's why we do not play it.

## Option C Comments

## Of the three games, why is Option C your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=3

## Why is this game your first choice?

I don't really know

game takes to long to go up to 2 million

Roll down n happens sooner and I like the idea of the 2 quickpicks along with the 1 personal play.

I like the 3 plays for \$2. with 46 instead of 48 numbers.

Roll Down n will be reached faster.

better \$\$ payout

More numbers to win with ( your number plus two quick picks).

1 million roll down n less numbers

less numbers

I do not know

I feel i would have a better chance of winning

\$1 million roll down n and prizes increasing

More chances for \$2 wager - better payout scale

First off, because it's cheaper to play than the regular Cash Winfall and second, it rolls down earlier at \$1 million as opposed to \$2 million.

it will get to the rolldown quicker

it takes to long to get to 2 million

46numbers

I am not a fan of the 2 dollar bet to start. I chose that option because it rolls down the least of the 2 options I preferred

sounds like better odds

quicker turnover of jackpot

\$1 MILLION COMES FASTER THAN \$2 MILLION AND I LIKE THE PAYOUT

More chance to win, it does not increase the amount of numbers in the game. Faster roll down n at One Million instead of two million.

more plays for more of a chance

Better chance of winning and their never seems to be a grand prize winner.

I like the chance for the roll down to be higher. WE rarely win in the western part of the state. I feel this would be more fun.

roll down

I hated them all. It's not worth playing for only a \$2M win. But you made me chose one, so I picked the last one

It appears more likely that winning something is greater with this option

i like the way it is set up and cost.

Less numbers to pick from

## Option C Comments

## Of the three games, why is Option C your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=3

## Why is this game your first choice?

I like it cause getting to 1 million won't take as long as the 2 million did, plus for 2 dollars I'm gonna get 2 more plays

greater chance of winning. Less numbers.

not sure

Less numbers to choose from, greater chance of winning.

3 plays for \$2 - that is a great value.

odds seem better

Shorter time before roll down occurs.

more chances to win

Appears to roll down more often and potential roll-down is exciting and 2 quick plays for free for each selection.

like it

Quicker roll down and same 46 numbers.

More chances to win for the same money.

Time it takes to roll down would be less due to 1 mil rolldown.

The cost is less and I think that your odds are better

more chances to win

You don't add more numbers, and the payout is better.

better pay out for 4,5 numbers

At my age, why be greedy

Lower number ratio and I don't know it seems better for some reason. Can't explain it.

The odds of winning don't increase, by keeping the choices constant at 46

fewer numbers and more plays for the same \$2

Because initial winnings before "roll down" are higher.

More money to win

just like it

I like the smaller number pool size of 1-46 numbers instead of 1-48

when it reaches a million the prizes increase and happens more often

first of all the price... getting 3 plays for the price of one.... and would rather have winnings that have a set amount rather than changing

it seems we would have more opportunities to get some numbers and win something. I only ever won free plays at this game and never won any more than that. BORING! this new way seems a bit more exciting

Random pick

less numbers

## Option C Comments

## Of the three games, why is Option C your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=3

## Why is this game your first choice?

I do not like the roll down feature, so the smaller the better. The \$1M level is a better balance of roll down benefit without having a big disparity between the starting value and the trigger for roll down.

Actually the way it is now is fine with me, but option C seems like it might have more winners at the higher level with a \$1 million roll down

More chances to win

like the quick pick add on. makes it more fun to play

i just liked it

I like the roll-down happening quicker and the overall value is better

Easier to win

better odds

just looked like one that i would like

I think this game would be great if it didn't take so long to get to the 2 million mark. It might get to the 1 mill mark a lot quicker with more roll downs throughout the year!

Although the odds of winning are high I like this the best

you have more of a chance to win.

payouts would be higher and more winners

More chance to win more money

less to pick from better odds

It seems like a good value for the cost. There is no extra numbers added and the jackpot rolls over at a less amount.

better chance of winning more with 1 million roll down in a shorter time span

More of a chance to hit something(2# free bet)

better chance to still hit a big jackpot, and more plays for the money

Too long to wait for a 2Million roll down

i like it.

I can't hit 6 out of 46 6 out of 48 is harder to hit.

I like it.

If I read it right, I would be able to have more choice in picking numbers and also get qp

The 3 for 2 and the game reaches the jackpot faster. the cash winfall is not a popular game so it takes a long time to reach \$2 million...and the fact that on ever wins that makes people not want to play it.

It seems like the best value of play per dollar

looks like better odds

Because the roll down which I perceive to be the best deal comes quicker

better odds to win and more money spread around faster

like the 3 for \$2 and the fewer number choices (46 vs. 48). Cash winfall is my least favorite because of the \$2 cost.

## Option C Comments

## Of the three games, why is Option C your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=3

## Why is this game your first choice?

I like the better odds of '6 of 46'

It would roll down faster

I probably will not play the game...I tend to play mass cash and wish the 4 out of 5 payout was larger!

like it the best

Keeps odds same as now but you get a better deal 2 for \$3 instead of 1 for \$2

sounds like better payoff whether it is or not

more chances, less numbers to pick

the odds

One million roll down is better

Just like it better.

It simply seems the best of the 3 choices. With possibly greater chances of someone winning for fair money invested.

better odds

you may get to the roll down quicker at \$1 million

It is the most interesting of the three options.

better chances of winning a better prize

.

Potentially more winners

You need to give out smaller jackpots for less numbers instead of always giving big payouts that are impossible to win

lower level good prize amounts sooner

might win

I really don't know, the game is too complicated, keep it simple

maybe i would win more

Seems most logical

less money (1 million) to get more money on the lower prize(s)

Odds are better

More of a chance to win

it is a good value...only 46 numbers to play (like the original game...cap price of 1 million...more lower prizes.

Because I had to choose one in order to continue with this survey. You should have had a None of the Above or Don't care choice.

It seems to have the best odds for a payout between the 3 choices.

more plays for your money.



## Option C Comments

## Of the three games, why is Option C your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=3

## Why is this game your first choice?

Extra play

Better odds.

roll down starts at 1 million instead of 2 million

its catchie

higher payout on lower wins

without doing the math, the odds at winning my money back seem increased

More chances to win

seems easier

better value at first look

Appears the odds of winning improve

the more plays allowed the better i like it. more chances to win

better odds of winning

Neater

slightly better odds with 46 to choose from instead of 48

More bang for the buck.

more winners

more plays for the money and only 46 numbers.

The one million roll down

Get more plays for the money.

better chance of winning 500

faster increase to biggest jackpot

more chances for the money

because the million dollar roll down will produce more money to the majority of the "real" winning tickets (the non-jackpot winners) at a quicker pace.....people are starting to realize the odds of the big games and they turn to the "masscash" type

like the 1 million roll down concept

Your odds seems better with 3 plays for \$2.00

More chances, like the roll down - actually this is our least favorite lottery game

Quicker Rollover time between jackpot's. Higher payouts for second tier prizes. Better odds 6 of 46 instead of 6 of 48

46 vs 48 numbers

it seems like the field of numbers has shrunk, thereby at least making more options for winning some level of cash prize which is better than the current mostly 'free bet' winners. But, I strongly feel that lotteries across the board should have a c



## Option C Comments

## Of the three games, why is Option C your favorite?

Analysis...: Why is this game your first choice?

Filter...: Q4=1 and Q15=3

## Why is this game your first choice?

Two less Numbers to choose from. More numbers harder to win.

3 plays for \$2 and 6 of 46

best chance of a possible win

begin playing the roll down option sooner

It's seems easier to win and understand

makes more sense

sounds good

it is hard enough to win with 46 numbers 2 more will make a big difference

higher payouts. once jackpot hits 2 million

rather have more chances still a lot of money to win at one time

it looks like there would more opportunities to win if the roll-down was at one million dollars.

i like old but slight better

seems like more fun and the best value.

less numbers to pick from

Gives you a chance to win money from roll down in a shorter period of time.

Seems like the chances of winning something might be higher

I LIKE THE SIMPLE PAYOUT OPTIONS. EASY TO UNDERSTAND. PRIZES ARE GOOD

Less number increases the odds.

Easier and quicker rolldown

the payouts are fair.

perceived odds of winning MAY be better

it doesn't really matter to me because I don't play it anyway and I never will

First of all, Cash Winfall is an expensive game compared to others games. 1 ticket for \$2.00. With new set up at least you'll get more for your money regardless how much the Lottery pays. All I want is winning. Make sure next time, drop it in my

1)better odds 2)rolls down faster 3)greater chances with extra tickets

better to win

quicker roll down

I don't play this game, but it seems better than the others

structure

more chances to win not for me but for someone out of mass like it always goes that way why is that ?

\$20,000 bigger payouts

## Option C Comments

## Of the three games, why is Option C your favorite?

Analysis...: Why is this game your first choice?

Filter...: Q4=1 and Q15=3

## Why is this game your first choice?

It seems a little more exciting :)

better chance for money

More chances to win.

more chances to win money!

the fixed amounts

3 plays for \$2 and the pool of numbers stays at 46

I like the odds better.

The game will roll down more often, the lower tier payout will increase more often, thus generating more interest.

smaller jackpots seem more likely to pay out

You get more game play on \$2 bet

best chance to win for how we play

Slightly better odds of winning.

higher prizes based on perception of value

biggest bang for the buck!!

more

more numbers to choose

simple easy seems like you are getting more for your bucks

Better cash prizes when fewer numbers hit

3 plays gives you more for your money — more chances

more chance of winning for the money

Like the lower roll down values...

like the odds

quicker pace to paydown of jackpot

maybe a better chance of winning something

it seems like a better game

The field of numbers remains the same, but there are more chances to win based on a \$2.00 bet.

better prizes for the smaller wins

I like to 6-46 odds. I want a chance to win something decent.

I don't like the game in general - I like the straightforward \$1 bet games (\$2 for 3 is too complicated) - but choosing 1 set of numbers then getting 2 more quick picks could appeal to me a bit. And reasoning that less numbers overall might mean better

The odds look better

## Option C Comments

## Of the three games, why is Option C your favorite?

Analysis... Why is this game your first choice?

Filter.....: Q4=1 and Q15=3

## Why is this game your first choice?

Making it different might make it more appealing for me

LESS NUMBERS

not sure

seems like the best bang for your buck and a better chance to win

higher jackpots sooner

lower roll down amount

Feel it is a better value

i think more people would participate in this option

Better chance of getting something.. less \$s

provides better value for the cost of the game

Rolldown is quicker.

i think there is a better chance to win

fewer numbers to choose, seems like you could win easier

more plays, less for roll down

46 numbers not 48 numbers

The fact that its \$2 for 3 plays, instead of \$2 for one play when you know your going to most likely lose.

doesn't seem as complicated to understand.

better value for wager

QUICKER CHANCE TO KNOCK DOWN THE JACKPOT.

MORE PLAYS, MORE ENTICING I THINK

roll down occurs earlier and probably more often

Less numbers to pick from

because of the 6 of 46

I think it will be quicker to roll down from the \$1 mil threshold

quicker to get to roll down - current game takes too many weeks to get to \$2 million roll down level

better odds, less complicated to understand

the two quick picks

because

higher payouts faster

its less but you have the same chance, small winning are good too.

## Option C Comments

## Of the three games, why is Option C your favorite?

Analysis... Why is this game your first choice?

Filter..... Q4=1 and Q15=3

## Why is this game your first choice?

I like the better odds of winning with a field of 46.

Jackpot rolls down sooner

like 3 plays and like the number field

higher starting prize

46 numbers

quicker to reach a million and double payouts

quicker roll down

makes more sense...I like the quick picks...any improvement is better...just look at the history of winners or lack there of??

quicker jackpot

seems more fun

Less numbers, reach rollover quicker

the odds seem better

One million is a more reachable amount to begin the "winfall". Seldom did the pot get to two million, thus no "winfall" and it's just a plain old lotto-type game, that costs twice as much as the others per play.

Easier to win money

it seems better than the others

I just think that it would be something a little different.

Easier to win bigger prizes...

GETTING THE EXCITEMENT OF BOTH PICK YOUR OWN MIXED WITH QUICK PICK IT'S MORE BANG FOR YOUR BUCK!

Just FEELS like a better chance

Easy and limit of cash value means more winners

46 numbers

I don't know

i think the chances of winning are better

spreads out the money more

I like picking from 46 numbers instead of 48.

more frequent payout to my thinking

options and payout

Better second place prizes.

Number of total numbers not increased and roll down is quicker.

3 plays for \$2 you have a fair chance for winning

## Option C Comments

## Of the three games, why is Option C your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=3

## Why is this game your first choice?

It seems like a better chance

Don't necessarily have to win more than a million.....that should be enough for anyone to win to be happy. I still think more prizes...less bigger payouts....make more people happy.

Easier to understand in my opinion, a quicker "rolldown" as well. At least as I understood it.

Just like the odds....

Better chance of winning something

The odds look better for winning the game

less #s to choose from &amp; rolls down faster at \$1 mil + 3 plays for \$2

I would rather have better odds and more frequent roll downs.

it's my first choice because you don't need to wait as long for the lower prizes to increase. The probability of winning a lower prize is higher than the jackpot.

it looks like better odds to win something with only 46 to pick from than 48 like option B... option A has been in place and \$2.00 for 1 pick with such a low payout compared to the other progressive drawings, like mega mill and powerball where those

i like the rolldown faster

Because you get more plays for your money but the jackpot need to be more money to get me to play.

46 numbers instead of 48

better chances

easiest to win

3 plays for \$2 offers more value it seems than the current 1 play for \$2 and a 1 million roll down would occur more often than the 2 that also adds more value to the game

WHY INCREASE NUMBERS 48, LIKE IDEA OF 2 EXTRA PLAYS, HATE WINFALL WAY IT IS NOW

More opportunity to win, everyone wants to win something. Even if the win is a smaller amount, people want to cash in their tickets

Seems a better value

you don't have to wait so long between games

That the jackpot would continue to grow beyond the \$1 million mark.

more play for your money

like that it rolls quicker and is cheaper.

better odds of winning

A better chance to win a prize.

it just looks like a better option although I wouldn't be playing

I like when it rolls down

You have not significantly made the odds worse by increasing to 48: Roll down happens more often - only since playing regularly for 2 years I've only hit more than 2 numbers once.

it sounded like it had better value for lottery players

better odds than b

## Option C Comments

## Of the three games, why is Option C your favorite?

Analysis...: Why is this game your first choice?

Filter..... Q4=1 and Q15=3

## Why is this game your first choice?

Higher payout for the lower number matches, number of plays for \$2 and lower range of numbers.

seems like the best deal

more opportunity

i think you got a better chance to win

you get 3 plays

i like the odds with the winning amounts

Quicker to to 1 million more higher winners

Only 3 times in the history of the game has the Jackpot been one and it takes to long to get to the roll down. I think another option would be \$5.00 per play and every drawing is a parmutual payout like the daily number.

Faster to get to the higher priced prizes

roll down more often little better odds

46 numbers, not 48...

Better odds with 3 plays for \$2

There seems to never be a winner according to the website...I used to play...I've quit because I never see winners in this game.

since there are less numbers - 46 instead of 48, and a roll down after a million instead of 2 million

Just seems like a better value. I like the prize break down also. I don't play windfall all the time now. Just once in a while. I do play when the jackpot rolls over.

more chances to win

Quicker roll down and more chances to win

More plays for less money

Because to me its the best odds to win at least a small prize.

Keeping the pool @ 46 numbers

Better options to win, more chances 3 for 2 is great!

I really don't like any of the options. I don't like Cash Windfall at all.

i dont know maybe cuz of the 1 million roll down it seems that the game takes forever to get to the jackpot

you feel like you might have a better chance

i like the 6 out of 46

better odds

it's faster and you have 3 plays

Does not have to get to \$2 million to roll down

unsure

Because this game never excites anyone until it hits the \$2M rolldown, plain and simple.



## Option C Comments

## Of the three games, why is Option C your favorite?

Analysis...: Why is this game your first choice?

Filler,.....: Q4=1 and Q15=3

Why is this game your first choice?
It sounds as if it has better odds, could be wrong. Less numbers 46 versus 48
JUST SOUNDS DIFFERENT MIGHT LIKE IT BETTER
seems like a better payout and more chances
like the options
sooner roll-down, less numbers
For the same amount of money I get 3 times the chances of winning
It looks as if this particular option gives a player the best chance to win something
I LIKE PAYOUTS
better chance of winning money
better odds for win
no one has hit the option a yet right? why not try something different.
Because the odds are not increased (one option was 6-48 numbers) and you get more plays. In general I don't like this game I don't get the roll down. One week it's worth more (when no one wins), then the next time it's back to the original even though
You get three plays for \$2.00. Better chance to win
better odds
Seems like better odds
slight increase of odds due to less numbers
sounds like more chance to win
like it
better odds and it does not take so long to hit the roll down stage.
more plays for money
roll down earlier
appeals to me better
6 of 46. Appears to be better odds. Also, I feel that all the Multi-million dollar games should have more winners rather than the one, two or three top winner(s) taking an entire jackpot worth \$50 million or more. I.e. Once the pot accumulates \$
odds—46 compared to 48
just like it better
Less numbers to contend with
more winners weekly?
more chances to win for your money
more bets for your money

## Option C Comments

## Of the three games, why is Option C your favorite?

Analysis... Why is this game your first choice?

Filter..... Q4=1 and Q15=3

## Why is this game your first choice?

might be easier to win a larger prize

It appears it would be fun to be able to choose numbers AND receive quick picks

better bang for the dollar

more chances to win ?

better odds

get a chance of bigger prizes without waiting for it to hit 2 million

seems like better chance to win

how about mass loses up on the odds. If people win more. People play more. Make a slow dime instead of a fast nickel.

It seems that the odds of winning are better

less numbers

higher payouts when it rolls down

fewer numbers ,better odds

It does not really matter to me, the game still costs \$2 and that alone stops me from playing. Now since all states have Powerball and MM, I just simply gamble in RI. It is easier for cashing them in. I will continue to play Mass cash, once in a w

only play when jackpot is over one or two million

seems like a better chance to win...less confusing

you give no other choices. This game is the ultimate rip off. Nobody knows who or if anyone ever receives this money. Just keep the amounts going. This could be huge if it hits 400 million. I know the concept but it's looks like the mafia is running

better range, keeping 46 #'s

Possibly better chance - though I've never played the game.

Value for game odds.

rolldown

better chances

It takes a long time for the jackpot to hit 2million

more value

payout options

SOUNDS BETTER

I only play when the pot is at 2 mil

I had to pick one I dont care for any games except scratch tickets and they ought to have more small prizes on them than bigger ones, maybe more people would play

Maybe more winners...

something difference

## Option C Comments

## Of the three games, why is Option C your favorite?

Analysis... Why is this game your first choice?

Filter..... Q4=1 and Q15=3

## Why is this game your first choice?

less numbers, seems better chance to win something

you get three tries to win based on 46 numbers still...the two additional "quick picks" don't really amount to a significant chance of winning, but its better than what is available now.

more interesting

More picks, perceived increase chance of winning?

better chance of winning

The extra plays give me the feeling of more chances to win, even though I have more of a chance of seeing a purple cow walk through my living room. Thank you for at least asking for our input. PLEASE DO NOT MAKE 49 NUMBERS AN OPTION

Even though it is a lower payout, my first impression is that the reduction of potential numbers would give a slight improvement of my odds of winning. I'll take a quick nickel over a slow dime.

MORE PLAYS FOR THE MONEY

Simplicity

cost

I think that its better to have more of a chance to win a little than to lose alot and not at least get some back to continue to play again

Any time you increase the total number of possible numbers, you ruin the game. That is what you would do by increasing the pool of numbers from 46 to 48. You ruined Megabucks by doing that.

It makes it a little more interesting and gives you more chances for a better prize with better prize money. The prize money in all the games needs to be spread out more.

don't have to wait so long

seems like better odds to maybe win at least some money

It seems that you have a better chance of winning additional money and it would roll down twice as fast as the current game.

Maybe I could win something more than a free bet every 6 months.

It seems less confusing to play

The odds appear better. There is a better chance of winning more money.

Slightly better odds with 6 of 46 rather than 6 of 48.

odds better

The opportunity to win 1 million is better because it spreads the money around to more winners....

Fewer numbers from which to choose, and quicker payout (\$1 mil not \$2 mil)

more chances to win for money

The player would receive three plays for \$2 for a progressive jackpot until someone hits. Also, the chances of winning are not made more difficult since the numbers will stay at a choice of 46 instead of increasing to 48. In looking at the jackpot w

Easy to understand.

Nice not to have to wait until \$2 million for rolldown. Most folks I know only play when jackpot rolls...

It will roll down sooner, 2 million takes longer

Jackpot roll down would occur more frequently. Mega Millions and power ball should have a similar roll down when they reach a \$250M jackpot. Spreading the wealth would increase participation.

## Option C Comments

## Of the three games, why is Option C your favorite?

Analysis...: Why is this game your first choice?

Filter...: Q4=1 and Q15=3

## Why is this game your first choice?

don't like the idea about paying \$2 (\$500,000) for one game when my chance to win much more with \$1 (\$2000,000)

more chances for more cash

I really dislike this game and should not be used in this survey...I do not play this game as it is too confusing and the odds of winning seem low and low payout comparing to other games you have that are also 6 number games why play this when you

Gut instinct

it roll at \$1 milling down

better chances

I like early pay outs

better chance for cash

1st I like a smaller number pool, 2nd I like getting 3 for \$2, 3rd I actually like the prize pool on option B, but like that this one only goes to \$1 mil before sharing

it is the simplest to understand

Less #'s to choose from. Better overall chance of winning.

seems easier and more plays

this game needs less numbers to pick, it seems like no one ever wins. takes to long to reach 2million..it is my last choice to play..needs overhaul or shot in the arm to revive it..glad your looking at options

Because of the Progressive Jackpot

It seems like there's more chances to win

More exciting

The odds remain the same. The chances of really hitting the jackpot are slim, and this will allow for more frequent rolldowns and more chances to hit with 3 plays.

better odd in my opinion... need more winning scratch tickets..I spend a small fortune on them and all I get is a pile of worthless cardboard

1 million seems more reasonable. There might be more winners than 2 million.

Better chance of winning.

more of a chance to win

The potential to win more money would win more money faster.

Three chances to win with two less numbers for a chance at a million

better odds

Like it better.

More opportunity and more enjoyment.

Seems like a better deal

C for Colleen

odds in winning

I don't really like the game at all but had to pick one

## Option C Comments

## Of the three games, why is Option C your favorite?

Analysis... Why is this game your first choice?

Filter.....: Q4=1 and Q15=3

## Why is this game your first choice?

It just looks a little better than the other options. I don't prefer cash winfall at all, but of the options given, I like that 1 the best.

It is a better choice and more people will play this game with the new design.

number of plays

Know idea don't play don't play that game

You get to pick your own numbers, and u get two quick picks.

better odds

BETTER VALUE

better chance of winning, Won a free bet twice

Like the quick picks

There is probably more of a chance to win a prize.

seems to give more chances without increasing number pool to get a winner - payout and return still no where as good as lucky for life in connecticut lottery

better odds

better odds of winning something

sounds like a better chance of winning

cause you get more plays for 2 dollars and thats a good thing

less numbers to choose from and more turn over

more options to win

who knows i do not play

seems like more chances to win for less money

less complicated

The roll down payoff is lower and presumably more easily attained.

better chance to win and better value

Faster results

easier to follow along n play ...still 46 #'s....3 for 2 is better than one for 2....payouts make a little more sense...HARD TO JUDGE...SURVEY DOESNT SAY HOW OFTEN DRAWN...I have never played this game

Because the chances of winning any of them are slim and I say roll it down quicker. Also honestly people really don't like paying \$2 for a game they know they probably won't win. Also there should be an option where all 3 are quick picks. Not have

3 PLAYS FOR 2.00

Quicker rolldown

I don't like any game costing \$2, you forced a choice.

Still 46 #'s and have 2 chances

Prizes hit more frequently

## Option C Comments

**Of the three games, why is Option C your favorite?**

Analysis...: Why is this game your first choice?

Filler.....: Q4=1 and Q15=3

Why is this game your first choice?

You have too many games already.

Slightly better odds of winning.

It seems like it took a very long time to reach 2million. The only time I would even play is when it got to 2mill since I could play other games such as megabucks for \$1

lower roll down

I like the \$1million prize in stead of \$2 million

better payout with less numbers to chose from-odds would be better

Better odds of atleast hitting \$50

seems like you would have a better chance at winning some kind of money prize

Let the jackpot grow after each drawing.

First of all for same amount of money you get few extra plays &amp; also roll down will be much sooner then 2 mil option

ROLLS DOWN AT \$1 MILLION IF IT DOES NOT GET HIT

less numbers to choose from

Option "D" is my choice!! I don't like any of the above! But you gave me no choice.

seems like the better odds and gives you more options

Best of a bad deal

THE CHANCES OF WINNING APPEAR BETTER.

more roll downs

like the odds

Payouts are higher and it only has to reach 1 million

More chances to win.

I think it gives the perception, at least, of possibly better chances of winning

more chance to win

do not play the game but I like the name

lower roll down value

Odds are much better to win something

looks easiest

better odds of winning (6 of 46)

New Concept for the game and still playing with 46 numbers

Odds of winning are slightly better

I would hope it would be a better chance on winning something



## Option C Comments

## Of the three games, why is Option C your favorite?

Analysis.: Why is this game your first choice?

Filter.....: Q4=1 and Q15=3

## Why is this game your first choice?

seems like more chances for rolldown and win

I like the number range from 6 to 46. More numbers decrease my chance of winning. I would be happy if I won 1mil dollars.

more winners more chances to win

I like the 2 qp

takes too long to get a bigger prize when it's 2 mil three chances to win something.

better odds

better chance to win some money

quicker jackpot

I like the quick pic feature and a quicker cash payoff, ex. 1,000,000.00 instead of waiting for it to grow to 2,000,000.00

I feel the odds are better and with an earlier roll down, the possible match prize structure is earlier

there are more chances to win

best chance to win a little more because I have never won on more than three numbers

don't know

better chance at \$500

I like the amounts you can win more and you don't have to wait till it reaches two million.

BETTER PAY OFF IF THE JACKPOT ROLLS OVER

MORE ACTION

More action for your money and the odds are not changed. I understand that the prizes are lower, but the odds of winning SOMETHING are better

I like that you get three plays for \$2.00- That is why I chose this one

better odds

It would get to the million dollar roll down faster and should cause more people to play.

less numbers the better or keep the game the same.

BETTER BARGAIN

You get 3 plays

better of odds of winning decent money

think its a better game more chances to win

It would be quicker to hit the jackpot ceiling

more chances for less money

46 is better than 48 number to pick from an 3 plays for 2 dollars is better than 2 dollars for one play

Because there are fewer numbers to choose from 46, rather than 48

## Option C Comments

## Of the three games, why is Option C your favorite?

Analysis... Why is this game your first choice?

Filter..... Q4=1 and Q15=3

## Why is this game your first choice?

Definite payouts.

More fun and makes you feel like you're getting a free BONUS.

idk

The rolldown comes around a lot sooner and I like the automatic quickpicks after your first wager.

3 for \$2 seems to be a good option for winning \$1M on numbers you can choose. Just don't like the low win when you select 5 of 6.

i only play when the jackpot is reached

more plays for the money than current game, pays increase at \$1 million more chances to win more money.

better odds

I actually hate this game. You should drop it. I choose Option C because I had to pick something.

Best of evils. I don't like the concept of Cash Windfall at all. Nobody plays it until it reaches the 2 million.

Easier opportunities to win.

Game remains at 6/46. Three plays for \$2, quicker "rolldown" than at present.

better odds

best odds

i nearly play this game i like to see mass millions back

Even though the largest jackpot is less than the others, it only has 46 numbers and you get multiple chances to win. It seems like a more reachable jackpot and comparatively better than spending \$2 on a similar lottery game. I would risk my \$2 for me

More hope of a win!

Better chance of winning larger amounts

better odds of winning, better value for your money

slightly small pool of numbers to choose from, with still 3 chances to win. Have you considered a option E which allows the player to pick all 3 numbers, this feature for those who like keeping their numbers the same have would have control over that

Stated simply, the current Cash Windfall game's odds are nearly the same as the Megabucks. Why would you spend 2 dollars when you can go for much larger jackpots for half the price? Most people I know don't play Cash Windfall until the jackpot gets to

don't wait as long for the roll down

6 out of 46 seems like better odds

more chances at a roll down

better pay outs

chances increased, odds (6-46) didn't change, rolldown more frequent

million dollar rolldown, less numbers

because of the less numbers to choose

## Option C Comments

## Of the three games, why is Option C your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=3

## Why is this game your first choice?

increased play to 3 and satisfied with pay offs

THE GAME PROCESS WILL MOVE MORE QUICKLY OPPOSED FOR WAITING FOR 2,000,000.00

I dont like game period

seems like maybe ya have a better shot of winning

Less numbers to pick from

Better value

I prefer the lotto style games instead of the way the game is currently set up.

just seems better

Seems like more chances to win a smaller amount. Everybody loves to win even if it is only a smaller prize than the max jackpots.

I don't like any of them for 2 dollars i had to pick one it should be 1 dollar. I have played this game but once or twice a year. they don't make 2 dollar bills for a reason.

more plays bigger jackpots

odd remain the same

EVEN THOUGH THERE ARE THE SAME NUMBERS,GIVES THE WONDERFUL PEOPLE OF THE COMMONWEALTH A BETTER CHANCE AT WINNING

less complicated

It's my first choice because I like the Winfall feature and that will happen more frequently with the 1 Million threshold. I really like the opportunity to win up to 10 times the 3 - 5 number match.

more \$

better odds.

i dont really play this game so what ever option you go with is fine. say hi to mark cav for me

the payback percentages are too low on the lottery we used to win, but haven't in a very long time

ODDS ARE BETTER ,BETTER CHANCE TO WIN

6 out of 46

shorter time period to roll down n - only one million better odds 6 out of 46 instead of 6 out of 48

Seems to be a better value with better odds.

better pay off

seems like better odds

less numbers to choose from

better chance of winning

looks like better chance of winning

odds are better with 46 numbers than they are with 48

it gives you more chances

## Option C Comments

## Of the three games, why is Option C your favorite?

Analysis...: Why is this game your first choice?

Filter...: Q4=1 and Q15=3

Why is this game your first choice?
based on numbers I feel better chances at winning.
It is the more interesting of the 3.
better value
Increases your chance to win more \$\$ for the least amount paid in.
seems like the best odds
LOOKS LIKE MORE FUN
I like that the roll down will be 3 plays for \$2 and that One million is still significant amount of \$ and more likely to reach the roll down sooner and more frequently
more interesting
I just like how it is broken down.
seems more interesting and fairer in regards to chance of winning.
More chance to win and more people to hit the jackpot
Looks less complicated
It seems you have more chances to win.
It would give more chances to win something. I don't care if I play this game or not because I never win. My favorite game is Mass Cash. You should up the winnings on 3 and 4 numbers. If I had to choose a game, this is the game.
Something new.
easiest to play
The roll down happens at \$1million and not \$2million.
less money per play
2 less numbers to choose from
like the odds better
I would rather have 2 people win 1 mil instead of 1 person win 2 mil
Simpler to figure out
Cheaper plays than Option A and quicker to reach payouts of significant amounts.
I do not totally understand it all.
better odds
it seems the odds might be a little better
IT SEEMS THAT I AM GETTING MORE THE MONEY.
Hi, I spend a lot of money on the lottery on a weekly basis, mostly on scratch tickets. I just want my odds to be greater, thanks Lisa
QUICKER ROLL DOWN TIME
ODDS

## Option C Comments

## Of the three games, why is Option C your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=3

## Why is this game your first choice?

It doesn't increase the amount of numbers to choose from, and roll downs should be quicker.

I like that you get 3 plays for 2\$ and the fact that your chances are better

less # better chance to win

I had to choose 1 of 3 games that all appeal to me.

better chance of a hit

I like it

Because of the quick pick portion.

The price value is fair.

Faster game. The current format takes forever to get to 2 million. Only about 100,00 or less increase in the pot each time.

like the payout best

You won't have to wait so long for the jackpot to rolldown.

Gives you more opportunities (chances) to win

I like that you can win when matching 2 numbers

seems like more bang for your buck

the jackpot of 1 million and 3 for \$2 more likely to win dont have to wait till it gets to \$2 million

not as long a wait to win

It creates more action

You can still win a big prize.

More chances to win

Quicker time is likely until rolldown

Just seems a little more enjoyable and a little less confusing

like the money amount

Because the roll down would be reached sooner and more often. I think people will buy more often because of this. I usually wait until it reaches 2 million to buy my tickets.

Better perceived value.

Easier to win

more chances for your money, quicker turnaround to reach the roll down value

Sounds more reasonable

have a chance to win

less numbers to choose from

I like the smaller pay outs and more of them

## Option C Comments

## Of the three games, why is Option C your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=3

Why is this game your first choice?
quicker turn, can be all quick pick, easier to hit at least 3 in 46 than 3 in 48
jack pot would cap sooner
better odds of winning - quicker payouts @ \$1 million roll down
Better opportunity for more people to win
The opportunity for a possible larger win may come earlier.
Just appeals to me.
odds of winning a prize are better - the level required for attaining roll down option is lower and will happen more frequently
It seems like there's better odds on winning and who doesn't love feeling like they're getting 3 for the price of 2 with better odds. (perception)
greater chance of winning
Takes too long for the jackpot to build to \$2 million
faster rolldown
BETER CHANCE AT A BIGGER PAYOFF
This option provides the best odds for actually winning something. More bets for each play would give more chances to win.
more of a chance, more exciting
gives a better chance of winning
3 play for 2 dollars gives more of a chance
Greater chance for big prize
like 3 for 2 and better \$
more of an option
rolls down faster at 1 mill than 2 mill
Better odds
Little better value, but the game is a slow moving dog!
better odds of winning - what is good about a huge prize that you can never win.
more opportunities to win higher amounts
because the others increase the numbers you have to pick from 46 to 48
No particular reason, may be a quicker game turnover
best odds
I feel I have a better chance to win something
seems the odds would be better to win
Less numbers



## Option C Comments

## Of the three games, why is Option C your favorite?

Analysis... Why is this game your first choice?

Filter..... Q4=1 and Q15=3

## Why is this game your first choice?

I think there might be more payouts.

I think some quick pics plus my own number might help me win. I am sure it sounds silly but...

Seems like there is more to win and easier to play

all of the above

Seems like a better option to me

Higher payouts sooner at \$1 mil

more for the money

I have never played this game and you are asking me all kinds of questions. I am not going to play it. You should have given me the option to tell you that up front.

I think the odds of winning would be slightly better

brevity

I really don't like any of them and only played the game a few times before I realized it wasn't worth the investment.

I like 3 plays for 2\$ and that it stays 46 numbers, and that the rolldowns start sooner. On option B it would have been nice to know the difference in the odds of winning caused by going from 46 to 48 numbers. Without knowing the difference in odd

The chances of winning are so few that the less numbers I think gives a better chance of winning

better prize money

better odds, less numbers

Better chance of winning, prizes are better per play, more enjoyable.

I get 3 plays for the same money as I can now get. My chances have now increased. Also, the numbers to pick remain at 46 which I and many, many other fellow lottery players that I know, feel is way to many numbers. You people keep adding more and more

I like the earlier chance for a rolldown

better odds than 6 of 48

I am a working class person - never expect to hit the big one so your personal hopes is to always hit anything and even if it's a smaller pot - it is worth so much to us. It is SOOOOOOOOOOOO not fair that ONE person can win 200+ million dollars when h

Better odds to win

Since jackpot is hard to hit the roll down will occur faster.

better game

It would create more "bonus" winners. since the threshold is 1 million rather than 2 million

like the 3 plays for \$2 and the fact that there is a prize for matching 2 numbers-feels like you have more of a chance to win for less money spent

because a "none of the above" choice was available

I LIKE THE BIG PAYOFF

It hopes the chances are better to win something rather than nothing

## Option C Comments

## Of the three games, why is Option C your favorite?

Analysis...: Why is this game your first choice?

Filter...: Q4=1 and Q15=3

## Why is this game your first choice?

The odds for the lower scale prizes seem better.

I like it better than the others

more chances for the money.

rolls over quicker - two less numbers - fm willing to take less payout for more chances.

Three plays for \$2 and the odds are less with 6 out of 46. you can still win more if it rolls down

More chances for your money

more play

dont know

The roll down will be more frequently.

something i would like to try

because there is no option "NONE", it should be \$1 for one play like other games. we dont win in this game but just lose our money. imagine since 2008 no one has won cashwinfall yet people win games with big jack pots like mega millions.

if you are the jackpot winner its yours and if you hit the secondary its still a decent amount also keeps numbers at 46 instead of going to 48 and lowering odds of jackpot plus giving quick picks gives customer more value and incentives so to speak to

it reaches 1 mil quicker.

order better 6 of 46

Quicker rolldown at \$1,000,000.

It is the only one that comes close to my choice. Which, is 100,00 People get 10000 instead of one person getting the jackpot.

payout.

the odds seem greater.

It would be a faster playing game, reaching the million dollars and not having to play until it reaches 2 million dollars.

better odds? this would have been easier if you showed the odds, by the way

Larger payout

seems like more chances to win

easier

better odds and more value

less #'s to choose from

more chance of winning

More likely to play every week with 3 plays involved

do not care,had to pick one to continue with survey

more chances to win

## Option C Comments

## Of the three games, why is Option C your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=3

## Why is this game your first choice?

I personally think that the prizes are much too high. It would be so much better if there were more prizes even if they were not as large. This would encourage more people to play. No one "needs" millions of dollars. They would welcome smaller amounts.

"Easier" to remember how it works. In short, however, I would not play this game.

It seems to be the better deal.

More chance to win.

I think lottery games should give lower level roll more money into lower levels to give more incentive for people to play and have half a chance to win something worthwhile. The top level should split into more lower levels as it grows instead of s.

Jackpot Will Reach 1M. Quicker Than 2M.

More value for your money

I don't have much interest in this game, but I had to make a choice. Why not give more people a chance to win less of a jackpot and a better chance of winning.

because, it hopefully is easier to winning something, I has been playing the same numbers for numbers of yrs, I have not getting even free ticket,

quicker turnaround of jackpots rolling down.

I like the additional 2 quick pics and I like the lesser numbers (46 instead of 48)

largest pay on small end

seems to have a better odd of winning some money.

more chance to win, more of spreading the wealth.

I think the chances of winning are greater when it only goes up to 46 instead of 48.

for one, it takes so long to reach 2 mil, & the higher the numbers go up, the less chances you have of winning.

Better payoff/ chance

More chances for the money

Odds are in my favor. \$1 million is enough to change my life long time

less numbers, better odds, roll down is faster.

Better Chance to win

Something different

More chances with a lower payout.

I just think I would have a better chance of winning something and mentally it would get me to play this game more. If I did not think I did not have any chance, even though the odds don't change, in my head I like this game better and to me that is

better odds and quicker roll down

More money quicker

three chances

It would be a new game and knowing that I had a say in choosing the game I feel lucky, bring it on!

## Option C Comments

## Of the three games, why is Option C your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=3

## Why is this game your first choice?

more chance of winning than option C; rollover more often; \$1 million is payout enough.

BETTER \$\$\$

Better payout and odds

better payout - but feel that if you have one number you should get a "\$1 scratcher" - since so many people do not get 2 numbers and that is one of the reasons I don't normally play this type of lottery

less number to pick from should increase odds of winning

the chance to win a larger amount is greater, since the amount won't roll down - the thing I like least about the current game is that anyone rarely wins the highest amount.

It offers bigger prizes quicker than waiting for a 2 million dollar rollover

You have a chance of winning more money in the game when you don't hit all six numbers.

It is the best option

I think that there would be better odds of winning something

less numbers to choose from

3 Plays for \$2. More chances to win for less money.

I like the pick the first set and then get the quick picks. Seems more of gamble, which is what the lottery is.

It sounds better

only 46 numbers to choose

Jack pot is larger

This is the one I like 3 plays for \$2.00

Better payment and less numbers

maybe better number choice

I like the three plays, lower jackpots but higher pay probability and a quick-pick

like it better than others

MORE DECENT PRIZES = IF YOU WANT A CHANCE A MILLIONS = MANY TO PICK FROM

I like the 3 plays for \$2 and that when it hits a million instead of two million it rolls down

slightly better odds

higher chance with less numbers

I don't play Cash Winfall (only when the prize is going to rolldown, sometimes) but I would rather see it played like Option C

increase in chance to win.

better choices

Better cash prizes before the roll down and lower limit before it rolls down

odds would be better

## Option C Comments

## Of the three games, why is Option C your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=3

Why is this game your first choice?
odds seem better, I follow game and have never seen a jackpot winner, or large payout, that's why I stopped playing this particular game.
appears to be best bang for the buck
Less time/dollar amount to wait for roll down.
because I had to pick one why would any one pay 2 dollars for any ticket for short money when we can play a 1 dollar tickets for millions.
I like to play on the days that there is roll down
seem it might be easier to win
like the roll down
The lower prizes are better which they should be in all games and numbers to pick from do not increase.
less numbers - more plays
It seems to share the wealth sooner rather than later!
ROLL DOWN AT ONE MILLION
Like the options better
smaller jackpots to win
it appears to have better odds. I would have felt more comfortable giving responses to the questions if you had given the odds of winning for each option
yes
It takes way to long for the Two Million Dollar Mark to reach. The wait would be shorter therefore increasing excitement in the game. Also, another option would be to start with a bigger pot on the new game after the jackpot has been hit
IT'S A GOOD ODDS WITH TWO LESS NUMBERS AND BETTER CHANCES OF HITTING FOR SOMETHING.
free plays
seem like a better chance to win and more fun to watch
REACHING ONE MILLION IS QUICKER TO GET TO THEN WAITING ADDITIONAL WEEKS FOR THE JACKPOT TO HIT 2 MILLION TO WIN THE BIG PRIZE
still the 46 numbers to choose and a extra play for the money. feels like your getting more.
lower end prizes seem better
yes
seems like u have a better chance of winning..
... quicker roll down ...
The odds seem to be more in my favor
extra play for money-better odds
Because it seems one can win a bit more money
It seems like it is a good deal for the player.
Better odds, more value for money

## Option C Comments

## Of the three games, why is Option C your favorite?

Analysis: Why is this game your first choice?

Filter: Q4=1 and Q15=3

## Why is this game your first choice?

I don't like to keep track of weekly jackpot amounts.

It just makes more sense and is easier to understand

more plays for the money and lower roll down

Roll downs will be more frequent

Quicker period of time to get a larger prize

the 46 reduces the odds significantly, although I don't really like the reduction to \$1 million

It accumulates up then disburses

It gives a bit more excitement.

Better odds

less time to roll down

I feel there are more possibilities of winning a cash prize.

3 plays for \$2

Better odds and payoff is reasonable

Less numbers greater is the chance to win I think.

more chances to win

quick picks are more likely to win

The game only seems to offer value when it reaches the point of rolling down.

spread the wealth

maybe easier to win when million rolldown

we do not need any more numbers added, 6 out of 46 is enough

less numbers slightly easier to hit jackpot.

I don't like this game and I don't and will not waste my money on it. I marked what games I play but you do not give an alternative if we don't like it.

Value for chances to win

best sounding for your money's worth

Very confusing, I don't like this so none would be my first choice

better chance of winning

I still dislike option c but I had to make a choice so I chose option c.

Though it's less money, you have more chances to win.

like it

faster jackpot



## Option C Comments

## Of the three games, why is Option C your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=3

Why is this game your first choice?

MORE FOR THE \$

more for your money

yu dont have to wait so long for roll down

its the best option. However, as much money as I play with my team we never win. why should I waste my money? All the money goes to NY, NJ, etc.

easy

it almost is the same as now

more opportunities to win

no reason

it seems like there is a higher chance to win more.

lower rolldown amount

PAYOUT SCHEDULE IS MORE AGREEABLE TO ME

First of all , I don't like the game at all no matter what you do with it .

seems odds are better

i like the roll down feature however presently it takes about nine weeks to reach the level. the last option would roll down quicker and give more winners to the public.

no reason

Better chance of winning

less numbers to choose from increase chance of winning

6 of 46, not 48

less numbers

Takes to long to get to 2 million

While I have no good reason it appeals to me

slightly better odds

better odds

seems to be better odds, though smaller jackpot

Better payouts at lower level wins.

less numbers , a million is fine not greedy , percentages

better odds

seems best

better chance for winning lower prizes. 3 chances for \$2 more winners

larger lower level pots to win from in shorter amount of time

## Option C Comments

## Of the three games, why is Option C your favorite?

Analysis...: Why is this game your first choice?

Filter.....: Q4=1 and Q15=3

## Why is this game your first choice?

3 plays

I like the idea of getting 2 quickpicks along with your number choice.

I like the idea of receiving the two quick picks and it seems like it might be a tiny bit easier to win more than a free ticket.

odds are better and chances of winning a good prize better

Seems like better odds than 6 of 48; and you get extra plays.

More of a chance to win..

easier to understand and seems to be a better deal

odds seem better

seems like better odds

just seems a better bet

with less numbers.. I think it improves your chances of winning.

I think taking away the extra 2 numbers from 48 to 46 increases the overall odds of winning. Giving the extra two quick picks gives the feeling of more bang for your buck. Jackpots slowly build and really, the odds of any one person winning on the

i find it more attractive

I think it will reach a million faster, therefore better chances to win higher 3,4,5 number pay offs.

I currently only play is hit's roll down \$2 Mil. So I would play more often as it should hit \$1 Mil quicker and more often. I also like the idea of 2 free quick pick plays w/ purchase.

better odds

sounds good

less numbers and more plays for the money

3 picks for \$2 is a better deal and even though the roll down amounts are less I would think that rolling down sooner increases the odds of an increased payout. Also the overall odds increase with 3 picks since you still only have to get 6 of 46 instead

new game more choices

more money better odds

less numbers

More roll-down opportunities, thus more larger money prizes

The roll down would happen more often.

better odds

Sounds easy.

Do not agree with increasing the field. Three for \$2 sounds good.

appears to be better odds

I like the overall set up and the extra quick picks.

## Option C Comments

## Of the three games, why is Option C your favorite?

Analysis.: Why is this game your first choice?

Filter..... Q4=1 and Q15=3

## Why is this game your first choice?

two quick picks

one has a better chance of winning something.

I really don't think the game is worth modifying.

Costs less and more somewhat more appealing.

faster payout with jackpot reaching \$1 million faster than the \$2 million.

I think that if you have more small payouts .. more will be spent on the lottery and reinvested in our economy ..a pot of over 1 million is to much for a win .. and 20 mil is way to much..

Better odds. Bigger payoff.

better odds of winning

I just like this that way.

I really dont like this game at all but if I had to choose that is the one I like best.

higher payout when not winning jackpot

Like the 3 for 2 with the same amount of numbers and the quicker roll down; seems like it improves my chances of winning something

Less numbers = better chance. 1 million works for me, if I want multiple millions I'll play a different game. The current \$2 for one is not enticing.

less numbers and quicker roll down

Don't really care for any of the choices...I find cash winfall the worst of all the games.

6 of 46 has better odds than 6 of 48, and 3 bet for \$2 is better than only one bet. Prize payouts are not that significantly different for me and my situation.

I don't play this game, so I just chose any option.

Better chance to win money.

"perception" is reality

roll down is sooner

## QUICKNESS

Seems like you could have a better chance of winning, and better chance of increasing the prize amount.

I like getting 2 free bets, and I like the roll down of 1 mil, that means more roll downs!

three plays for 2 dollars and 6 out of 46

It would seem that the "Top Prize" would come around quicker (1 Million)and would keep people more engaged with the game time table. I know several people who won't even play until it hits the Jackpot Level. Those people will play more if the top p

I just liked it

Because it reaches 1 million more often which means hitting a little more often. Anything to give the player more chances of a bigger win is always more enticing.

because I feel that if I don't win the jackpot I would still have a chance to win a greater amount of money than if it didn't rolldown

I like the 3 plays for the \$2.00 and only 46 numbers.

Better chance of winning I think

## Option C Comments

## Of the three games, why is Option C your favorite?

Analysis...: Why is this game your first choice?

Filter...: Q4=1 and Q15=3

## Why is this game your first choice?

Don't like any - too confusing - but you didn't make it an option not to pick.

more chances for 2.00

3 plays for the same price isn't that bad

It would break down sooner and be more exciting

better chance of winning

more chances

like the qp's

Best chance of winning

Your chances of winning are greater.

It just seems the easiest to understand for most people.

Like the extra two plays for the same price but would assume faster roll downs with the pot lowered to 1 mil

seems to be better

Lower payout but seems to have a better chance of increasing the rollover to the higher payout

fewer numbers to pick from means a bigger chance of winning something

No reason. Don't like the game.

It was the only real option that looked OK. I play the Canadian lottery when I visit family (in Montréal) and I like the Quebec 6/49. Its jackpot is fixed at 2 million (draw n° 1-49). With the current Cash Winfall game, I usually wait until the jack

better chance of winning more money with less numbers, instead of a larger jackpot.

Perceived better chance to win bigger monies.

takes too long for jackpot to reach \$2,000,000

more chances of winning

you get more games for your money which equals more chances to win. not necessarily win more money but win more often

quicker roll downs!!

Because you get more chances, for the same numbers and the prizes roll down sooner, you should do this on the the bigger prize games too, like mega millions and powerball. I mean how many \$300M prize pots do people need? The lower prizes on those ga

the roll down happens at an earlier time

Seems easier to follow

More opportunity for more people to win smaller prize

I think the odds are better and you have a better shot. 1 million is better than 2 million. I'm not greedy. too much money for one person. spread the wealth.

faster roll down

don't like any of options, don't like game itself! you force people to pick an option from all options that person dislikes!! what kind of survey is that? please comment!!

## Option C Comments

## Of the three games, why is Option C your favorite?

Analysis...: Why is this game your first choice?

Filter...: Q4=1 and Q15=3

## Why is this game your first choice?

like the odds and the ave of pay off

lower prizes will be higher

I think the odds are better. I have never won any thing with option 1

Better value/chance to win

Better value for the \$2 spent, a roll-down at 1 million would spark more interest. I imagine when the jackpot reaches 2 million on the current Cash Winfall game, more people play the game, so you would have more people playing regularly if you change

seems like more opportunity to win bigger money

The total number of possible numbers remains at 46, and the cost of the game remains the same but the customer receives 3 tickets for the same price.

it allows the jackpot to continue to grow

6 of 46 better odds the prob with these games are the odds are ridiculous chances of winning is bad, in this economy I can't afford to play

State makes more money on the others and my losses are not tax deductible in MA.

less numbers to choose from and quicker roll down

More plays!! it would take less time to get to \$1 Million Dollars; roll down would occur more frequently!!!

It feels better with three plays (better odds) and 6/46 is better then 6/48, the million dollar roll down spreads the odds more evenly to at least make it seem like you have a chance to win.

best advantage for the player

It sounds better once it hit 1 million to roll down

seems like more chance to win, smaller amounts bigger

No reason

better odds!

appears to be a better value for the money but I would like to see the odds associated with it.

sounds better

2 less numbers. I have a hard enough time matching 2 numbers out of 46, never mind 48. Don't think I have won anything on cashwinfall.

Seems like a better value for the prize amounts

I like the 1 million dollar roll down.

I'd rather have better odds of winning a more moderate payout than worse odds for a higher payout. Also consider giving the player the option for the three plays to either play all the three plays in one drawing or for 3 drawings.

better odds

I don't like any of them really. I just picked one. I think the 2nd, 3rd, 4th prizes on most of the mass lottery games are too low period.

Seems easier to understand

because the numbers that I usually play are within the 46 numbers. Also, I think people will feel that they have a better chance to win something if the number of plays is increased but not the amount of total numbers.

Less numbers

It seems like a better value for a \$2 bet.

## Option C Comments

## Of the three games, why is Option C your favorite?

Analysis...: Why is this game your first choice?

Filter, ..... Q4=1 and Q15=3

## Why is this game your first choice?

It is the most appealing to me, but I find them all a bit confusing

provides greater opportunity to win

bang for your buck

I like the way it is played.

more bang for your bucks

seemingly better odds to win something

Might be a better chance to win something.

The one million roll down

More chances of winning

I only play when it is getting close to the roll down. providing no one matches the numbers, changing it from 2 to 1 million would mean I would play more frequently.

better chance of winning

I feel like I may have a better chance at winning

only 46 numbers

less numbers

quicker results.

winning amounts are higher

Seems like a better chance to win lower prizes - the jackpot is rare. I would however, much prefer a \$1 game rather than a \$2 game, even if it doesn't come with additional draws.

I think more people would play with greater jackpots available. Currently it seems as though no one has won the jackpot, there is no faces to the game as people who have played, won, and made it a success. This game needs that

More money to win at a lower level when the jackpot hasn't been won

it sounds the the best chance to win.

makes it feel like more bang for the \$2 bucks

Cash winfall is the only game that it totally pointless now to play unless it is at 2 million which happens once every couple months. I think with choice C more people would play because of the 3 draws. Currently it is the most expensive to play and

better option

More chances to win something.

The wait time to reach the winfall is decreased.

I have played every drawing on this game for approximately six years and have only got four numbers once. So difficult to get. Should pay higher.

less numbers to pick

A more interesting concept, better chance to win...

its similar to other games where the jackpot keep growing.



Option C Comments

Of the three games, why is Option C your favorite?  
Analysis...: Why is this game your first choice?  
Filter.....: Q4=1 and Q15=3

Why is this game your first choice?
more plays..less numbers

Option C Comments



## MASSACHUSETTS STATE LOTTERY CASH WINFALL SURVEY RESULTS

### INTRODUCTION

The Massachusetts State Lottery commissioned Snap Research Services to conduct an opinion survey on their behalf, entitled Cash Winfall Survey.

### METHODOLOGY

Snap Research Services sent the opinion surveys via email to a database sample provided by the Massachusetts State Lottery on April 26, 2010. The survey was closed on May 6, 2010 having achieved an overall response rate of 27% (3,921 completed questionnaires). The principal contacts for the survey were Owen Doherty at the Massachusetts State Lottery and Susan Wyse at Snap Surveys.

### ANALYSIS OF RESULTS

Figures in the tables and charts are calculated as a proportion of respondents who answered each question, including "No Reply" responses, which are included in the base when calculating results. Results have been weighted by Gender (Q19) and Age (Q20) to ensure that these sub-groups were represented in their correct proportions. A weight has been created to combine age and gender to provide an even distribution of results. A weighted base of 4,200 (or 700 per age category) has been applied to the age variable (Q20) as well as an equal proportion of males and females 50:50 (Q19) in order to view an even distribution of age and gender across the dataset.

### SUMMARY OF MAIN FINDINGS

- **Respondent Profile:** 57% of respondents who took part in the survey were male and 43% were female. Over a third (35%) were in the age range of 44-54, and 31% were 55-64. The most common ethnic background of respondents was 90% white, followed by a 3% rate of African Americans. Respondents with an income of \$50,000 to \$74,999 made up 22% of the total respondents, closely followed by respondents with an income of \$100,000 or more at 19% and \$75,000 to \$99,000 at 18%. A combined 22% of respondents had an income of \$49,999 or less. Nearly a half of respondents (44%) had completed some college, Associate's degree, or other post high school training, followed by 22% of respondents who had attained a high school diploma, and 22% who had attained a Bachelor's degree.
- **Overall Rating of Option A – Current Cash Winfall:** Rating scale: 1 = Low and 10=High. Based on weighted data, 14% of respondents gave a rating between 8 to 10, 44% of respondents gave a rating between 5 to 7, and 40% of respondents gave a rating of 4 or less.
- **Overall Rating of Option B:** Rating scale: 1 = Low and 10=High. Based on weighted data, 32% of respondents gave a rating between 8 to 10, 39% of respondents gave a rating between 5 to 7, and 27% of respondents gave a rating of 4 or less.





- **Overall Rating of Option C:** Rating scale: 1 = Low and 10=High. Based on weighted data, 22% of respondents gave a rating between 8 to 10, 43% of respondents gave a rating between 5 to 7, and 33% of respondents gave a rating of 4 or less.
- **Overall Opinion of the Name for Options C:** Based on weighted data, 35% of respondents prefer the name *Cash Winfall Plus* followed by 22% of respondents who prefer the name *3 for 2 Winfall*.
- **Overall Opinion of Game Options A, B, and C:** Based on weighted data, 51% of respondents prefer Option B game (6 of 48) followed by 37% of respondents who prefer Option C game (6 of 46). Option A (The Current Cash Winfall game) was the least favorable with a preference rate of 12%.
- **Overall Rating of Option D:** Rating scale: 1 = Low and 10=High. Based on weighted data, 13% of respondents gave a rating between 8 to 10, 42% of respondents gave a rating between 5 to 7, and 44% of respondents gave a rating of 4 or less.
- **Overall Opinion of Roll Down or Regular Jackpot Games:** Based on weighted data, 59% of respondents prefer a Roll Down game like Options B and C where as 38% prefer a Regular Jackpot game.
- **Offer EXTRA:** Based on weighted data, 33% of respondents would *always pay* the Extra \$1.00 for 5 plays for \$3.00, followed by 29% of respondents that would *often pay* the Extra \$1.00 5 plays for \$3.00. 13% of respondents would *rarely pay* the Extra \$1.00 and a combined 24% of respondents would either *never pay* the Extra \$1.00 or *never play* any of the game concepts presented.



Thank you for participating in this Massachusetts Lottery survey.  
Please provide your honest opinions, your responses and comments are strictly confidential.

To advance through the survey use the NEXT button in the survey  
at the bottom of the screen, do not use the browser buttons.

**Q4** Have you ever played the Massachusetts Lottery?

3921 (100%) Yes

0 (0%) No

**Q5** Which of these Massachusetts Lottery games have you ever played? (click all that apply)

2578 (66%) Cash Winfall

3492 (89%) Megabucks

3677 (94%) Mega Millions

3058 (78%) Mass Cash

2909 (74%) Numbers game

3665 (93%) Instant Scratch Games

2414 (62%) Keno / Daily Race Game

3379 (86%) Powerball

**Q6 Which of these Massachusetts Lottery games have you played in the past month? (click all that apply - leave blank if none)**

1544 (40%) Cash Winfall

2248 (58%) Megabucks

3095 (80%) Mega Millions

1997 (52%) Mass Cash

1640 (43%) Numbers game

3085 (80%) Instant Scratch Games

1421 (37%) Keno / Daily Race Game

2993 (78%) Powerball

**Q7 About how much do you spend on Cash Winfall each week? (enter whole dollar amount with no symbol)**

1507 (100%)



### OPTION A - CURRENT CASH WINFALL GAME

First, we want to make sure you know how Cash Winfall is currently played.

Currently Cash Winfall costs \$2 for 1 play.

After the jackpot equals or exceeds \$2 Million and the jackpot is not won, the money in the jackpot pool rolls down and increases three of the lower level prizes approximately as follows:

Cash Winfall			
Cost \$2 for 1 play			
Pick 6 from 46			
Jackpot rolls down to Match 5,4,3 prizes, once Jackpot hits \$2 Million			
		Starting Jackpot	Jackpot reaches \$2 Million
Match 6	win	\$500,000	\$2 Mil
Match 5	win	\$4,000	\$40,000
Match 4	win	\$150	\$1,500
Match 3	win	\$5	\$50
Match 2	win	Free bet	Free bet

Q8

### OPTION A - CURRENT CASH WINFALL GAME

Please rate how much you like or dislike the following elements of this game:

	Strongly Dislike (1)	2	3	Neutral (4)	5	6	Strongly Like (7)
Game play methodology (how the game is played)	313 (8%)	254 (7%)	273 (7%)	1544 (40%)	554 (14%)	472 (12%)	467 (12%)

Play Value (your perception of the opportunity to win balanced with the amount you can win)	427 (11%)	467 (12%)	503 (13%)	1218 (32%)	543 (14%)	384 (10%)	320 (8%)
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Level of enjoyment for the cost of the game	515 (14%)	490 (13%)	498 (13%)	1248 (33%)	496 (13%)	297 (8%)	257 (7%)
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**Q9 Overall on a 1- 10 scale -- where a "1" is the lowest score and a "10" is the highest score, what number would you give to this game?**

	1 Low	2	3	4	5	6	7	8	9	10 High
<b>CURRENT CASH WINFALL GAME</b>	447 (12%)	327 (9%)	357 (9%)	418 (11%)	758 (20%)	427 (11%)	431 (11%)	319 (8%)	155 (4%)	207 (5%)

**The Massachusetts Lottery is considering several game modification options to Cash Winfall and we would like your opinions.**



## PROPOSED OPTION B

The Massachusetts Lottery is considering changing the Cash Winfall game from 1 play for \$2 to offering 3 plays for \$2 and increasing the field size from 6 of 46 numbers to 6 of 48 numbers.

You would choose the numbers in your first wager and receive two additional quick pic wagers.

The prize payouts would remain the same.

After the jackpot equals or exceeds \$2 Million and the jackpot is not won, the money in the jackpot pool rolls down and increases three of the lower level prizes approximately as follows:

Option B - 3 for \$2			
Cost \$2 for 3 plays			
<b>Pick 6 from 48</b>			
Jackpot rolls down to Match 5,4,3 prizes, once Jackpot hits \$2 Million			
			Jackpot reaches \$2 Million
		Starting Jackpot	
Match 6	win	\$500,000	\$2 Mil
Match 5	win	\$4,000	\$40,000
Match 4	win	\$150	\$1,500
Match 3	win	\$5	\$50
Match 2	win	Free bet	Free bet

Q10

## OPTION B

Please rate the following elements of this game:

	Strongly Dislike (1)	2	3	Neutral (4)	5	6	Strongly Like (7)
Game play methodology (how the game is played)	290 (7%)	180 (5%)	245 (6%)	1117 (29%)	733 (19%)	686 (18%)	637 (16%)
Play Value (your perception of the opportunity to win balanced with the amount you can win)	309 (8%)	235 (6%)	276 (7%)	982 (25%)	772 (20%)	718 (19%)	584 (15%)
Level of enjoyment for the cost of the game	302 (8%)	245 (6%)	274 (7%)	1014 (27%)	761 (20%)	630 (17%)	563 (15%)

Q11

Overall on a 1- 10 scale -- where a "1" is the lowest score and a "10" is the highest score, what number would you give to this game?

	1 Low	2	3	4	5	6	7	8	9	10 High
OPTION B	308 (8%)	183 (5%)	220 (6%)	302 (8%)	656 (17%)	422 (11%)	516 (14%)	501 (13%)	277 (7%)	415 (11%)



### PROPOSED OPTION C

Another concept being considered is what we are calling OPTION C. This is similar to Cash Winfall.

It is a regular "lotto" style game that costs 3 plays for \$2.

You would choose the numbers in your first wager and receive two additional quick pic wagers.

The prize payouts would remain the same.

The starting Jackpot will be \$250,000 and progressively grow until it hits.

The Match 2 through Match 5 payouts are fixed amounts as shown below:

Option C - 3 for \$2			
Cost \$2 for 3 plays			
Pick 6 from 46			
			Jackpot reaches \$1 Million
		Starting Jackpot	
Match 6	win	\$250,000	\$1 Mil
Match 5	win	\$2,000	\$20,000
Match 4	win	\$50	\$500
Match 3	win	\$2	\$20
Match 2	win	Free bet	Free bet

Q12

## OPTION C

Please rate the following elements of this game:

	Strongly Dislike (1)	2	3	Neutral (4)	5	6	Strongly Like (7)
Game play methodology (how the game is played)	380 (10%)	264 (7%)	309 (8%)	1213 (31%)	695 (18%)	575 (15%)	430 (11%)
Play Value (your perception of the opportunity to win balanced with the amount you can win)	397 (10%)	302 (8%)	356 (9%)	1106 (29%)	693 (18%)	580 (15%)	415 (11%)
Level of enjoyment for the cost of the game	381 (10%)	289 (8%)	349 (9%)	1129 (30%)	656 (17%)	560 (15%)	409 (11%)

Q13 Overall on a 1- 10 scale -- where a "1" is the lowest score and a "10" is the highest score, what number would you give to this game?

	1 Low	2	3	4	5	6	7	8	9	10 High
OPTION C	393 (10%)	215 (6%)	232 (6%)	390 (10%)	794 (21%)	445 (12%)	466 (12%)	355 (9%)	209 (5%)	312 (8%)

Q14 For this game that we are currently calling "Option C," which of the following names do you like best?

510 (16%) New Cash Winfall  
 1421 (44%) Cash Winfall Plus  
 938 (29%) 3 for 2 Winfall  
 369 (11%) 3 for 2 quick roll

Q15 Of the three concept games and the current Cash Winfall game, which is your first choice?

590 (15%) Option A Current Cash Winfall (6 of 46) - 1 play for \$2 - \$2 million roll down  
 1861 (47%) Option B (6 of 48) - 3 plays for \$2 - \$2 million roll down  
 1470 (37%) Option C (6 of 46) - 3 plays for \$2 - \$1 million roll down

Q16 Why is *Of the three concept games and the current Cash Winfall g...* your first choice?

2977 (100%)



### PROPOSED OPTION D

Another concept being considered is what we are calling OPTION D.

It is a regular "jackpot" style game that costs 3 plays for \$2.

You would choose the numbers in your first wager and receive two additional quick pic wagers.

The prize payouts would remain the same.

The starting Jackpot will be \$500,000 and progressively grow until it hits.

The average jackpot amount when hit will be about \$7 million.

The Match 3 through Match 5 payouts are fixed amounts as shown below:

Option D - 3 for \$2		
Cost \$2 for 3 plays		
Pick 6 from 49		
Match 6	win	Jackpot
Match 5	win	\$2,500
Match 4	win	\$100
Match 3	win	\$2

### OPTION D

Please rate the following elements of this game:

	Strongly Dislike (1)	2	3	Neutral (4)	5	6	Strongly Like (7)
Game play methodology (how the game is played)	600 (16%)	351 (9%)	426 (11%)	1277 (33%)	559 (14%)	365 (9%)	284 (7%)
Play Value (your perception of the opportunity to win balanced with the amount you can win)	636 (17%)	395 (10%)	448 (12%)	1203 (31%)	526 (14%)	370 (10%)	259 (7%)

Level of enjoyment for the cost of the game	623 (17%)	391 (10%)	454 (12%)	1192 (32%)	502 (13%)	342 (9%)	264 (7%)
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Overall on a 1- 10 scale -- where a "1" is the lowest score and a "10" is the highest score, what number would you give to this game?

	1 Low	2	3	4	5	6	7	8	9	10 High
OPTION D	639 (17%)	297 (8%)	371 (10%)	436 (11%)	804 (21%)	394 (10%)	327 (9%)	226 (6%)	115 (3%)	219 (6%)

**Q17** If the lottery were to offer a game where you received 3 wagers for \$2, would you prefer it be a roll down game like Options B and C, or a regular jackpot game like Option D?

2452 (64%) A roll down game like Options B and C

1352 (36%) A regular jackpot game like Option D

**Q18** If the Massachusetts Lottery offered one of the above games with 3 plays for \$2, they are considering also adding a feature called EXTRA. If you took advantage of EXTRA, for an extra \$1 you would receive 2 more quick pick plays. Therefore, instead of 3 plays for \$2 you would have 5 plays for \$3. You pick the first set of numbers and you would receive 4 quick pic plays.

If EXTRA was offered would you:

1285 (33%) Always pay the Extra \$1 for 5 plays for \$3

1175 (30%) Often pay the Extra \$1 for 5 plays for \$3

550 (14%) Rarely pay the Extra \$1 for 5 plays for \$3

381 (10%) Never pay the Extra \$1 and just play 3 plays for \$2

508 (13%) Never play any of the game concepts presented

**CLASSIFICATION:** Please provide the following information.  
It is held in strict confidence and is for tabulation purposes only.

**Q19**What is your gender?

2204 (57%) Male

1694 (43%) Female

**Q20** Into which age category are you in?

8 (0%) 18-24

180 (5%) 25-34

633 (16%) 35-44

1370 (35%) 45-54

1201 (31%) 55-64

499 (13%) 65 or older



**Q21** How would you describe your racial and ethnic background. Would you say you are...

3525 (91%) White  
134 (3%) African American  
57 (1%) Asian or  
43 (1%) Hispanic  
94 (2%) Other

**Q22** What is the highest grade you completed?

16 (0%) Grade school  
55 (1%) Some high school  
880 (23%) High School Graduate  
1721 (44%) Some college, Associate's or other post high school training  
847 (22%) College Graduate (Bachelor's)  
370 (10%) Post Graduate Degree (Master's, Doctorate)

**Q23** What was your gross household income last year?

74 (2%) Less than \$15,000  
244 (6%) \$15,000 to \$29,999  
616 (16%) \$30,000 to \$49,999  
871 (22%) \$50,000 to \$74,999  
721 (19%) \$75,000 to \$99,999  
761 (20%) \$100,000 or more  
595 (15%) Refused

**Thank you for completing this survey.**

**Please click the SUBMIT button below to ensure we receive your response.**

**Unfortunately, you do not qualify for this survey. We thank you for your time.**

**Please click the SUBMIT button below.**

## Confidential Draft

### New England "Lucky for Life" Logo

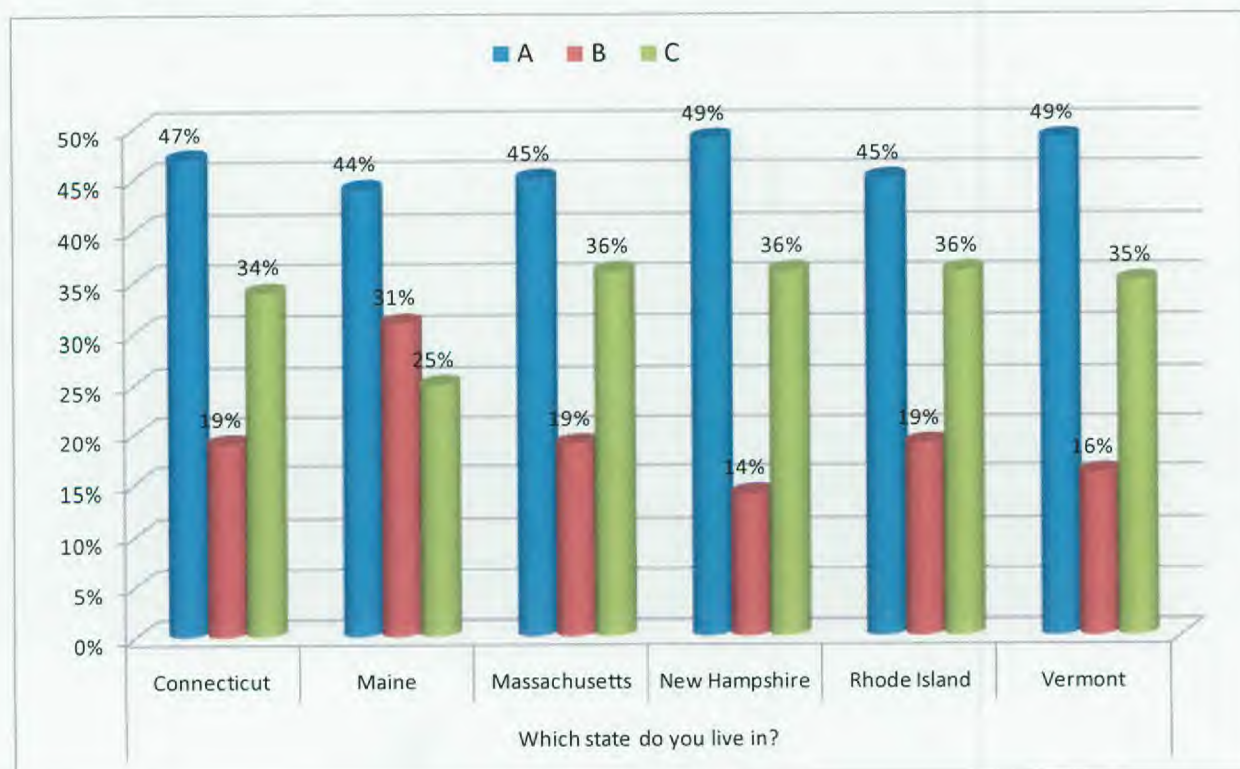
A survey was conducted of three logos among players of all 6 New England States as follows:



#### First choice:

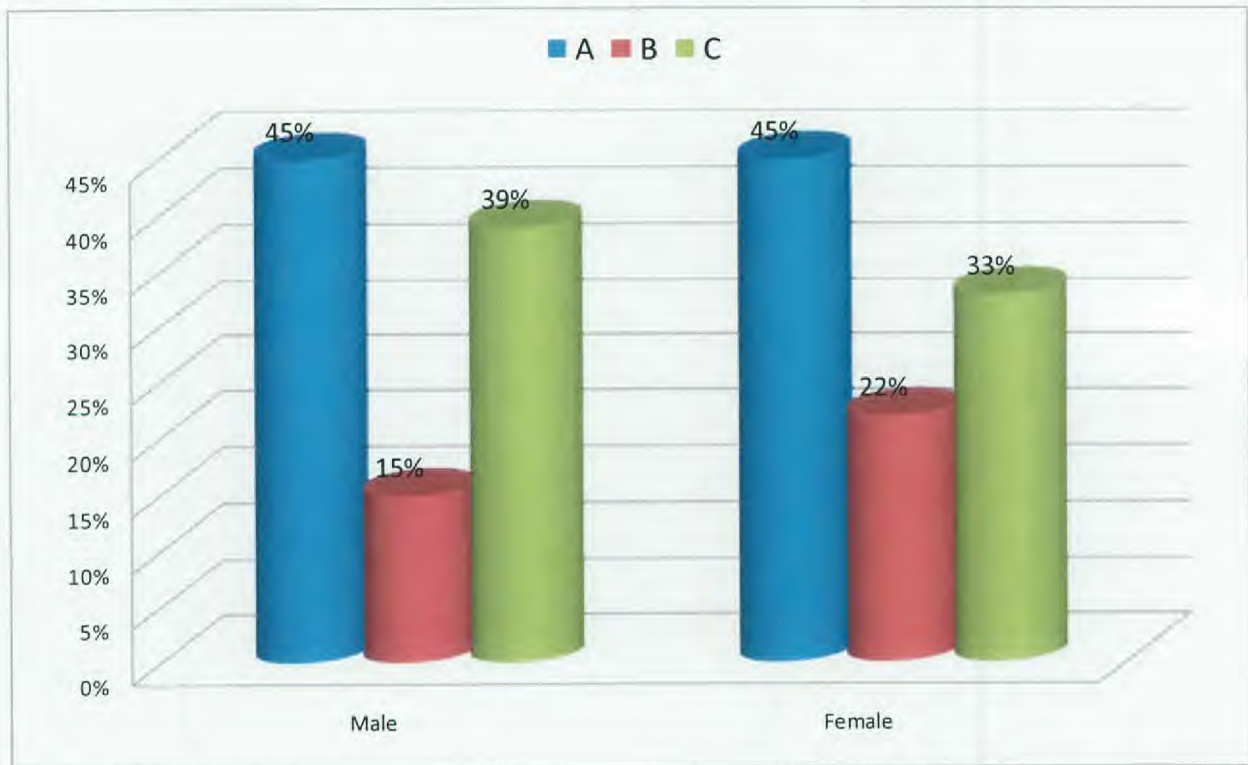
Of the 7,284 respondents that completed the survey, 45% chose concept "A", 19% chose concept "B" and 36% chose concept "C" as their first choice.

The following chart shows that the ratios are very similar across all 6 states. The results were "t" tested and there are no significant differences across any of the states.

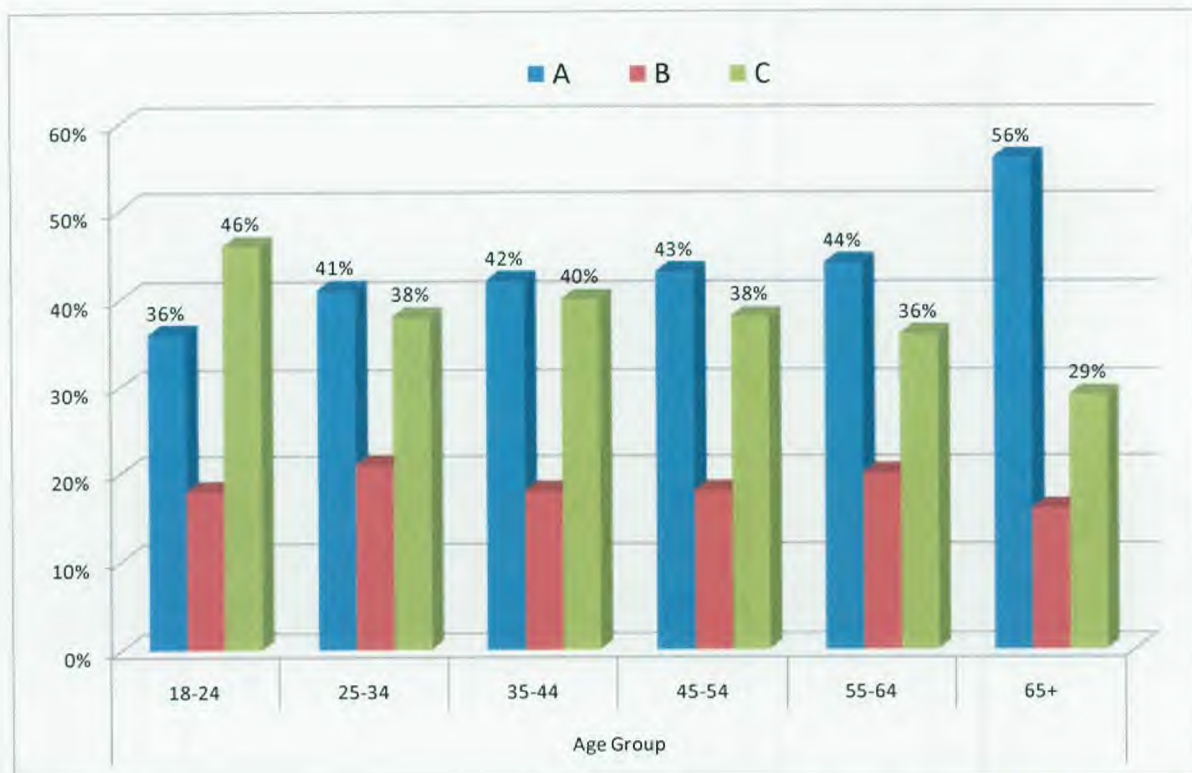




There are also no significant differences across gender.



However, there are two significant differences based on age categories. Those in the 65+ age group are significantly more likely to prefer "A" than the other age categories. However, those in the 18-24 year old group are significantly more likely to prefer "C" over "A", the only group that did not prefer "A" as the top choice.



This is a very large survey, although a couple states generated small sample sizes. In any case, the results are very consistent and therefore the confidence ratio is quite high. The sample size for each geo-demographic category is as follows:

		Country					
		Canada	USA	UK	France	Germany	Italy
Gender							
Male	53%	54%	63%	52%	62%	52%	55%
Female	47%	46%	38%	48%	38%	48%	45%
18-24	2%	5%	-	2%	2%	1%	6%
25-34	7%	13%	25%	7%	8%	5%	12%
35-44	13%	15%	13%	13%	11%	13%	16%
45-54	31%	36%	13%	32%	40%	30%	27%
55-64	31%	20%	25%	31%	29%	31%	27%
65+	17%	10%	25%	16%	9%	20%	12%

There are over 7,000 comments available for your review, explaining why one logo was preferred over the others.

The following present the highlights of the comments:



### Comments – reasons “A” was chosen as first choice

It jumped out at me.

Appearance,.

Colors.

Appealing to the eye.

Like the “Lucky” writing.

Horseshoe means good luck.

Best looking.

Bold, bright, catches the eye.

Classy.

The word “Lucky” stands out, the lettering is unique.

The white lettering pops against the green background.

Very Irish looking.

Like the green banner over the gold horseshoe.

Eye catching.

The colors and design pop and stand out.

Symbols point to “lucky” without having to read the words.

Symmetry.

### Comments – reasons “B” was chosen as first choice

4 leaf clover.

Appearance,.

Like the shamrock dotting the “I”.

Easy to read.

Do not like horseshoes.

Like the “New England’s Game” on top of the words.

Like the lettering.

I’m Irish so I like the Shamrock.

It has a cleaner look.

It has a softer look to it. Catches the eye without looking busy.

It’s puffy.

Least tacky.

Leprechaun colors, shamrock, appealing font.

“Life” is easy to read’.

New England’s game, lucky in green , ping pong ball, life in gold and a four leaf clover.

Lots of people like what they call the shamrock (**note: it is actually a 4 leaf clover**).

### Comments – reasons “C” was chosen as first choice

"High-tech" modern horseshoe = "high-tech" modern game.

"A" looks like a beer bottle label; "B" is too "Irish" with the Shamrock.... "C" wins by default, but it is a cleaner looking logo.

A and B look a lot like Irish symbols...C is more contemporary.

A and B look like St. Patrick's Day logos.

A and B look like food marketing labels

Am a little tired of the green being associated with "the luck of the Irish" .....and it's not an "Irish" game.

Because the silver horse shoe reminds me of money.

Better color coordination and contemporary look.

Better colors and is different.

Blue looks more fresh and exciting to me.

Better then the Green Ones ! I think you should go back to the drawing board and do something with a historical context.

Brighter and looks more modern.

Caught my eye as soon as it opened to this page.

Clean crisp lines, gets away from the green of both a and b which tends to represent the "luck of the Irish". C emphasizes the luck with an open horse shoe, no ethnicity.

Colors.

Easy to read.

I like the shiny horseshoe.

It has a silver horseshoe which promotes luxury, the yellow horseshoe doesn't look serious enough.

It has class.

It is the only one that doesn't resemble other game logos!!!!

It looks richer with the steel horseshoe instead of using all Green Bay Packer colors.

LIFE is emphasized and this will be a prize for LIFE.

MA flag has these colors that I think are strong colors & beautiful & also the colors of our "Patriots" team.

More distinguished than the other two, and does not look like an ad for Del's lemonade.



It is not green, which makes me think of shamrocks. Blue makes me think of patriotism.



## Conclusion and Recommendations

The design, the “Lucky” font and symmetry of “A” helped to make it the winner.

However, many of the respondents that chose “C” liked that it was more modern, with a look and colors that were more universal. Many of the respondents felt that A and B promoted the luck of the Irish theme and were put off by that message (even a number of respondents that are Irish disliked that message).

It would appear that there are some changes that could be made to incorporate the best aspects of both A and C that would yield the best result.

- The design aspects of A appear to be quite strong. However, if the colors were changed and the horseshoe was more modern and metallic, that may be the winning combination.
  - A number of respondents stated that they would like the logo to include colors that matched with the New England Patriots – silver, red, and blue. Conceivably those colors could be incorporated into the logo.
- Perhaps the words “New England’s Game” and “Life” could be more prominent, since these are the unique characteristic of the game.

**McDonald, Lisa**

**From:** Doherty, Owen  
**Sent:** Tuesday, January 10, 2012 4:44 PM  
**To:** McDonald, Lisa  
**Subject:** FW: Games tested - early perceptions from first group

---

**From:** Philip S. Kopel [mailto:phil@kopel.com]  
**Sent:** Tuesday, June 02, 2009 12:49 PM  
**To:** Doherty, Owen  
**Cc:** Kelly, Brian  
**Subject:** Games tested - early perceptions from first group

Hi Owen and Brian,

The following is a summarization after the reviewing the discussion notes.

Cash Winfall – They generally do not like that the game is \$2, but they like the payout structure and the roll down feature.

3 for 2 - option A - The game was liked because it offers 3 bets for \$2. Some liked that the jackpot would average \$10 million when it is hit, but others felt it might be a little high and seemed too similar to Megabucks. Overall, while it was considered “ok”, most were not overly ecstatic about the concept and would be happier staying with Cash Winfall.

3 for 2 - option B – Almost all of the participants preferred this option, which would have an average jackpot of \$7 million when it is hit, and would offer slightly higher payouts at the Match 5, 4 and 3 levels. Overall, while it was considered better than option A, most said they would be just as happy staying with Cash Winfall. However, according to the likert scaling, the participants gave this game the highest average score.

Lucky 7's – Most thought there would be too much of a learning curve and that it would be too confusing. Some thought the payout was not very high considering the perceived difficulty to match the numbers. They also did not like that if no one won the top prize, rather than a pari-mutuel payout, the money went to the Lottery. Many felt it was not worth playing.

Super 7's – The majority of participants appeared to like this game because it had a similar style to Keno (the lottery picks 11 numbers whereas the player picks 7 numbers). Many thought the chances of winning something appeared better because of the 4 extra chances, but the payout for the lower tiered prizes appeared too low. While this was liked by most, virtually all would prefer that the Lottery stay with Cash Winfall.



Lucky Lines – Most found this game confusing and felt the chances to win were slim. While a few liked the game and felt it reminded them a bit like Bingo, most felt it was too much work and were not interested in it.

With respect to Pooling Plus, you are correct that only 5 of the 12 participants indicated that they would take advantage of Pooling Plus. Some said they already have pools with friends and co-workers. With respect to the likert scaling, the average scores indicated that they were somewhat favorable toward it being offered.

	(1-7)

By an "audible" I just meant that some questions that you asked at the end of the focus group were not planned in the moderator's guide, but since they appear to be important and add insight, they will be incorporated into the guide and workbook for next week's group.

Thanks again.

Kind regards,

*Philip S. Kopel,*

President



28 Kennedy Road ~ Sharon, MA 02067

Office: 781-784-3343

Email: [phil@kopel.com](mailto:phil@kopel.com)

Web: <http://www.kopel.com>

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**From:** Doherty, Owen [mailto:odoherty@masslottery.com]  
**Sent:** Tuesday, June 02, 2009 11:00 AM  
**To:** phil@kopel.com  
**Cc:** Kelly, Brian  
**Subject:** RE: Material for Focus Groups tonight

Phil,

I am less interested in the add-on games than I am in the games. Can you add a quick run down here of what people thought of the 5 new game ideas?

Can you review your notes on pool plus? We do not recall most participants felling positive about the game. I thought at best was that a few liked it and others said that they would "try it". I remember heavier players saying they would not play it and if they were to enter into a pool it would be with their coworkers, friends or family.

The Football game we talked about at the end was an instant ticket that does not need to be mentioned here.

Thanks

Owen

-----Original Message-----

**From:** Philip S. Kopel [mailto:phil@kopel.com]  
**Sent:** Tuesday, June 02, 2009 10:40 AM  
**To:** Doherty, Owen  
**Cc:** Kelly, Brian  
**Subject:** RE: Material for Focus Groups tonight

Hi Owen and Brian,

In last night's focus group of medium and heavy lottery players that play Cash Winfall, they were first asked to evaluate and discuss how they like the current version of Cash Winfall. Several people mentioned that they did not particularly like that the game cost \$2, but otherwise they liked the progressive jackpot and roll down feature of the game.

The participants then evaluated 6 game concepts that could replace the current Cash Winfall game – 3 for 2 (option A and option B), Lucky 7's, Super 7's, Lucky Lines and Kicker.

The games 3 for 2, Lucky 7's, and Lucky Lines all introduced the cost/value of 3 plays for \$2. Whether or not players liked the game concepts themselves, they liked the perceived value of 3 for \$2.



Participants were also presented with an add-on feature called “Extra”. “Extra” was presented as an add-on feature that could be offered with any game that offered 3 plays for \$2. Typically in the games that offer 3 plays for \$2, the player plays his/her own numbers for the first wager, and then receives two additional quick pics on the same ticket, for a total of three plays. If the player chooses, he/she could check an “Extra” box which would provide him/her with an additional two quick-pics for a total of five wagers for \$3.

In addition, participants were presented with an add-on feature called Pooling Plus. The Pooling Plus feature would allow them to join a 1/10 share of a pool in a large jackpot game like Mega Millions for an extra \$1 in addition to their own 100% wager. This feature was generally received positively by most participants.

Players were also asked if they would want PowerBall to be offered by the Massachusetts Lottery in addition to Mega Millions and/or as a replacement of Mega Millions. Whereas most would like to be able to play PowerBall in Massachusetts, it is not clear that it would be a benefit if it required giving up Mega Millions.

Players were verbally asked if they would prefer Cash Winfall if the matrix was increased to picking 6 of 48 numbers from 6 of 46 numbers, but would receive 3 plays for \$2 similar to the game concepts tested. This appeared to be a positive direction.

Based on this one focus group, it would appear that most of this group was quite consistent in their opinions – and that they were not presenting a “group think” mentality. It will be interesting to see if the second group next Monday comes to similar conclusions. While a couple of last minute game options were offered like a football “audible”, not pre-planned, we will add them specifically into the moderator’s guide and PowerPoint slides for next week.

Finally, I want to commend Brian for doing a great job recruiting the group. They were all vocal, enthused, intelligent and informative participants.

Thank you.

Kind regards,

*Philip S. Kopel.*

President



28 Kennedy Road ~ Sharon, MA 02067

Office: 781-784-3343



Email: [phil@kopel.com](mailto:phil@kopel.com)

Web: <http://www.kopel.com>

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**From:** Doherty, Owen [mailto:odoherty@masslottery.com]  
**Sent:** Tuesday, June 02, 2009 9:19 AM  
**To:** phil@kopel.com  
**Cc:** Kelly, Brian  
**Subject:** RE: Material for Focus Groups tonight

Good Morning,

Thanks for yesterday, it went very well.

Can you send me a copy of the games that were covered last night including the slide that you had for extra?

Thanks  
Owen

-----Original Message-----

**From:** Philip S. Kopel [mailto:phil@kopel.com]  
**Sent:** Monday, June 01, 2009 1:02 PM  
**To:** Doherty, Owen; Kelly, Brian; Chin, Susie  
**Subject:** Material for Focus Groups tonight

Hi Owen, Brian and Susie,

Copies of the moderator's guide, participant workbook, and corresponding PowerPoint slides are attached for the focus group tonight. We are still putting finishing touches on it, but we wanted to get these over to you for review, as we have only a couple of hours left. I will be leaving the office by 4:00 PM, so please let me know if you want to change anything by 3:00 PM. Thanks.

Kind regards,

*Philip S. Kopel.*

President



28 Kennedy Road ~ Sharon, MA 02067

Office: 781-784-3343

Email: [phil@kopel.com](mailto:phil@kopel.com)


Web: <http://www.kopel.com>

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## MEMORANDUM

**TO:** Beth Bresnahan  
**FROM:** Jay Harney   
**DATE:** December 8, 2011  
**RE:** **FOIA from MuckRock/Stop Predatory Gambling**

---

I have attached a letter from Mike Morisy on behalf of Nathaniel Beaudoin and a check for \$469.00 for the previously requested records:

**(5) All market research conducted in FY 2009 and FY 2010, including the results of any surveys and focus group studies and any analyses of the measured impact.**

If you could please give me a ballpark estimate on how long it might take to retrieve and copy the records, I would greatly appreciate it.



# The Massachusetts Lottery

Annual Tracking Survey & Brand Assessment

Presented By:  
John Della Volpe  
SocialSphere, Inc.

May 18, 2010







## Key Findings

MASSACHUSETTS-BAY  
myself and Successors  
Note the Sum of

and Eighty three,  
to be paid annually.





# Overview and Methodology

- ▶ Between February 14th and February 24, 2010, SocialSphere used Internet-based sampling to interview n=1,000 Massachusetts residents about their perceptions of the Massachusetts Lottery and their play levels.
- ▶ This survey is part of a series of tracking surveys that began in 2004 with telephone-based interviews of Massachusetts residents. In 2008, the survey switched to using an online-based sampling methodology.
- ▶ The survey benchmarks attitudes about both general perceptions and attributes associated with playing the Massachusetts Lottery as well as questions about perceptions of the Massachusetts Lottery as an institution.
- ▶ Additionally, the survey tracks the play level by various games in order to understand how players are changing their playing habits.
- ▶ The final section of this presentation includes best practices from other lotteries for Facebook.





# Key Findings

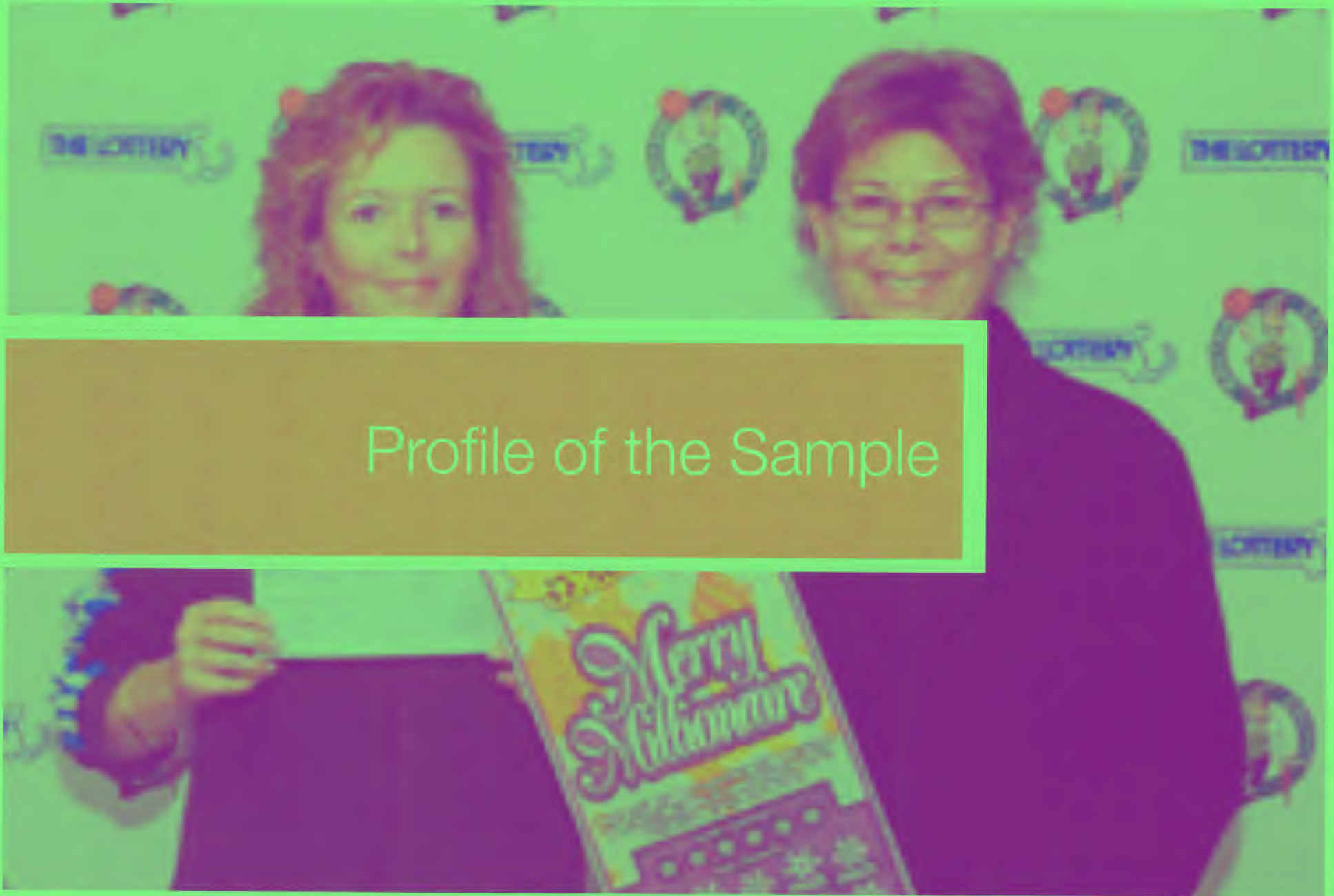
1. Overall favorability of the Massachusetts State Lottery rebounded to 2008 levels. **Net favorability went from +32% in 2008 to +20% in 2009, and is back at +33%** in 2010. While other institutions in the state (Treasurer's Office, State Legislature, State Government) saw their favorability improve over 2009, none saw a rebound as dramatic as the Lottery's.
2. For weekly and monthly players -- the attributes that were the most significant drivers of increased play were: **innovative, honest and trustworthy**.
3. For lighter players -- most important attributes linked to sales were: **makes a good gift, innovative, trustworthy, easy to play and fun**.
4. Overall, factors associated with the how the Lottery is run - innovative, **well-managed, honest and trustworthy** saw the biggest improvements of all Lottery factors tested.
5. **Reported spending among weekly players remained relatively stable**. They report a per-capita yearly spend of \$978, with exactly half of that coming from instant tickets.





## Key Findings

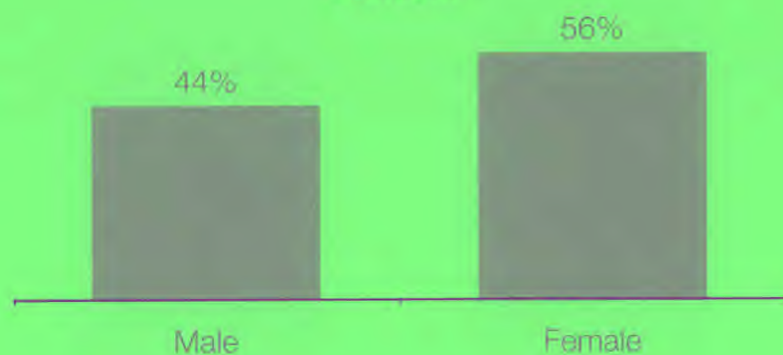
6. Age continues to be a predictor of Lottery play. Massachusetts residents less than 35 are about half as likely to play on weekly basis than those between 35 and 55.
7. Players continue to adapt to and adopt new technologies. **In 2008, 27% of adult residents surveyed were on some form of a social network. In 2010, that increased to 59%.**
8. **One-third of players (33%) report they would be at least “somewhat likely” to play a music themed instant ticket**, with particular interest from women (40%) and those under the age of 45 (42%)
9. A similar number of players **(36%) report they would be at least “somewhat likely” to play a game with a savings backed concept**, with similar groups (women, those under 45) most likely to play.
10. In addition to Lottery players continuing to adopt social networks, lotteries are beginning to create presences on Social Frameworks, with **almost half of all lotteries maintaining active Facebook pages with thousands of members.**



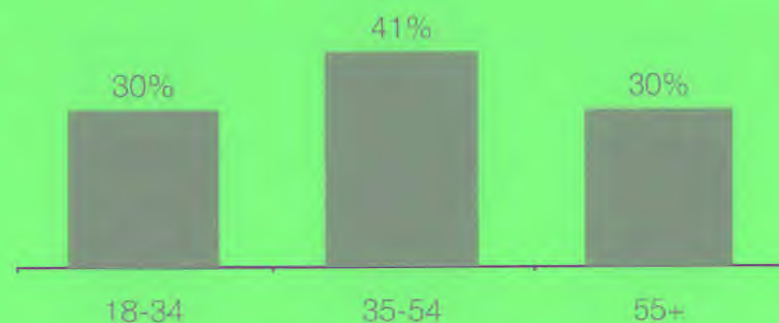


# Profile of Sample/Demographics

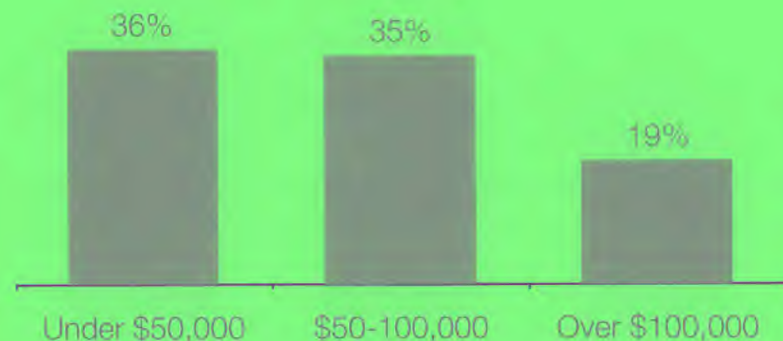
**Gender**



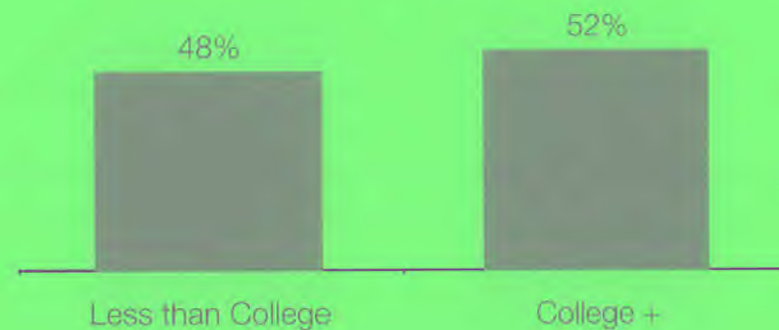
**Age**



**Income**

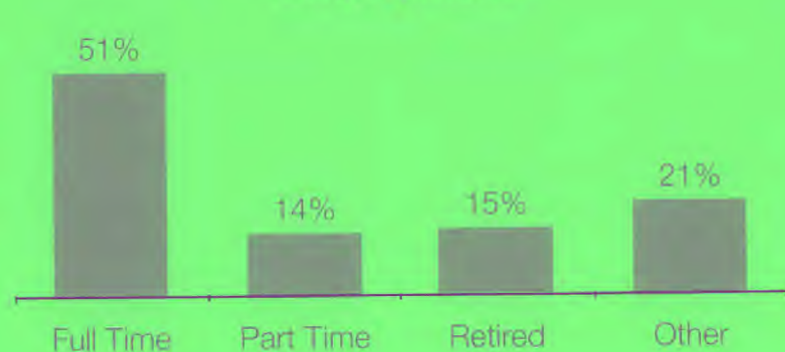


**Education**

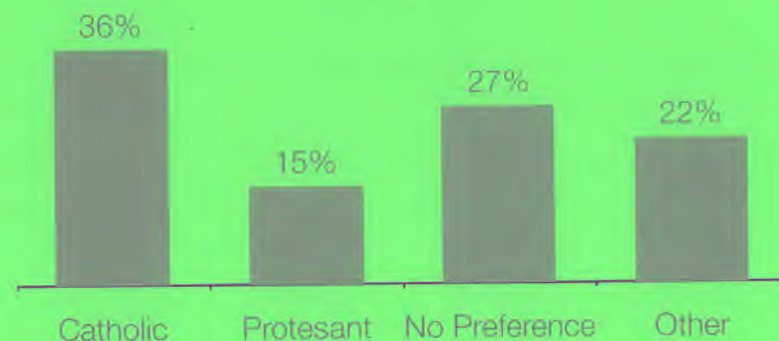


# Profile of Sample/Demographics

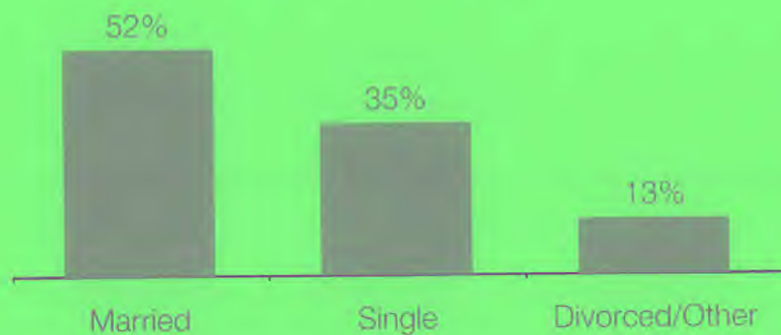
**Employment**



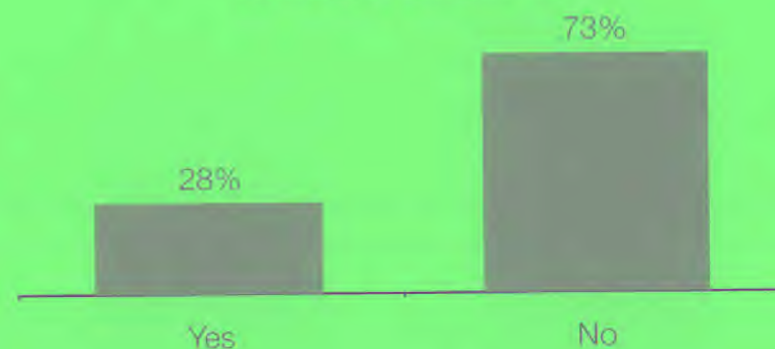
**Religion**



**Marital Status**



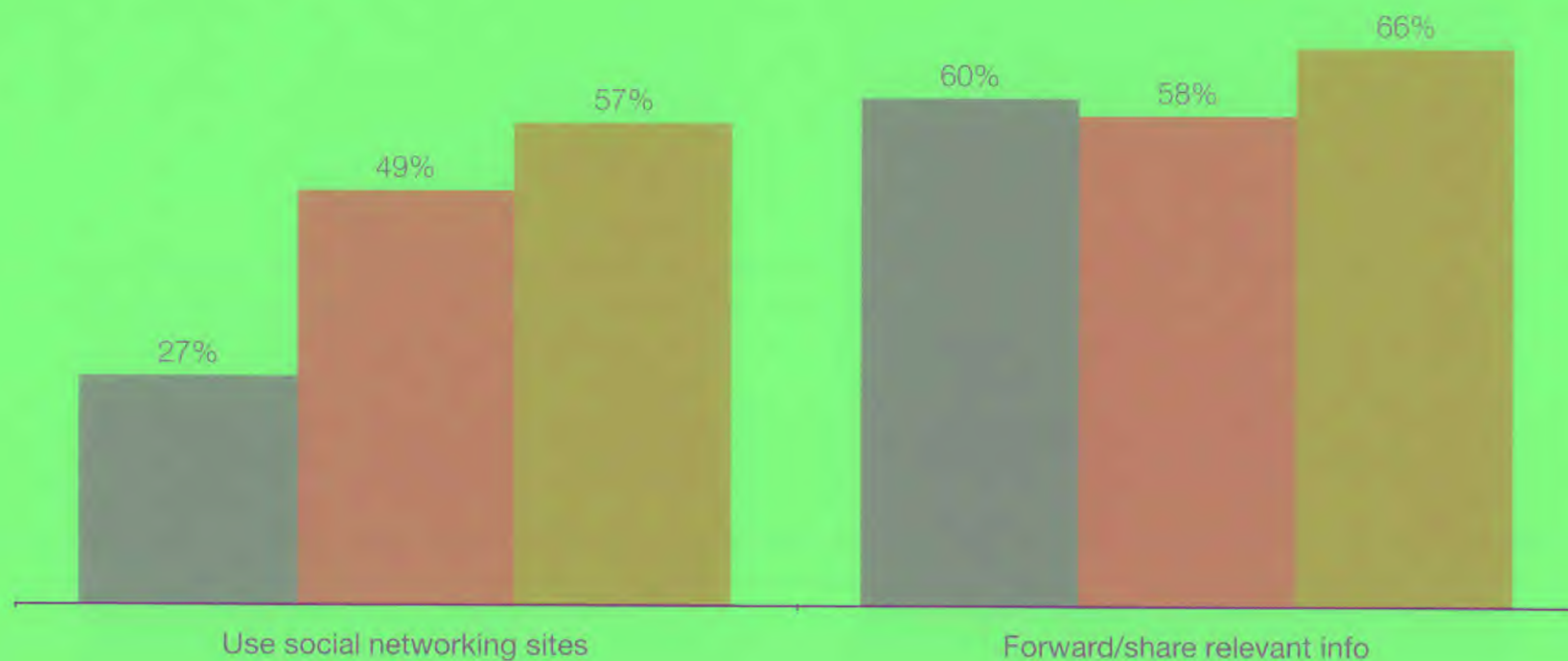
**Children Under 18**



# Profile of Sample/Technographics

■ 2008  
■ 2009  
■ 2010

% who engage on "Regular Basis"

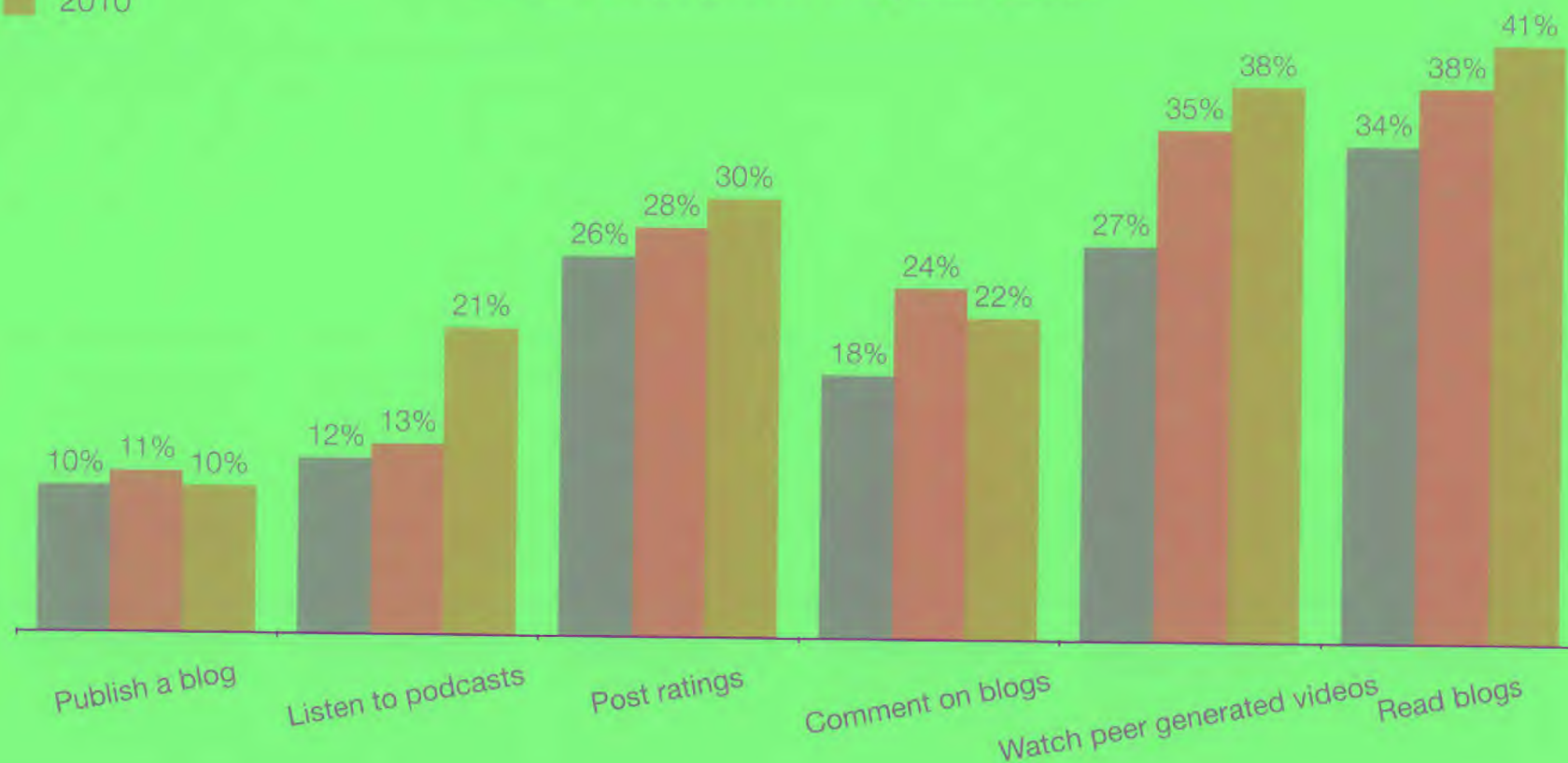




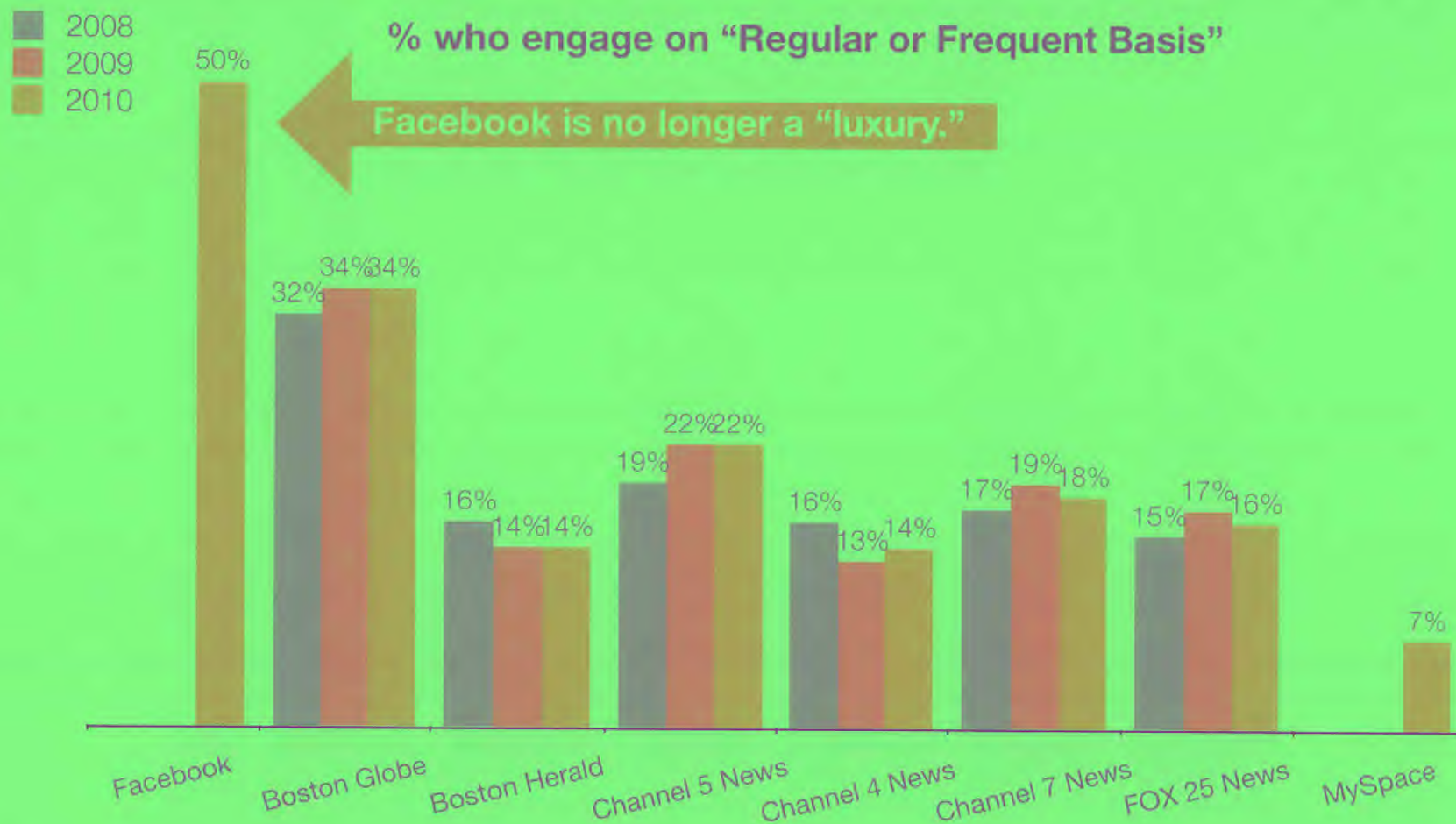
# Profile of Sample/Technographics

■ 2008  
■ 2009  
■ 2010

% who engage on "Regular Basis"



# Profile of Sample/Media Consumption





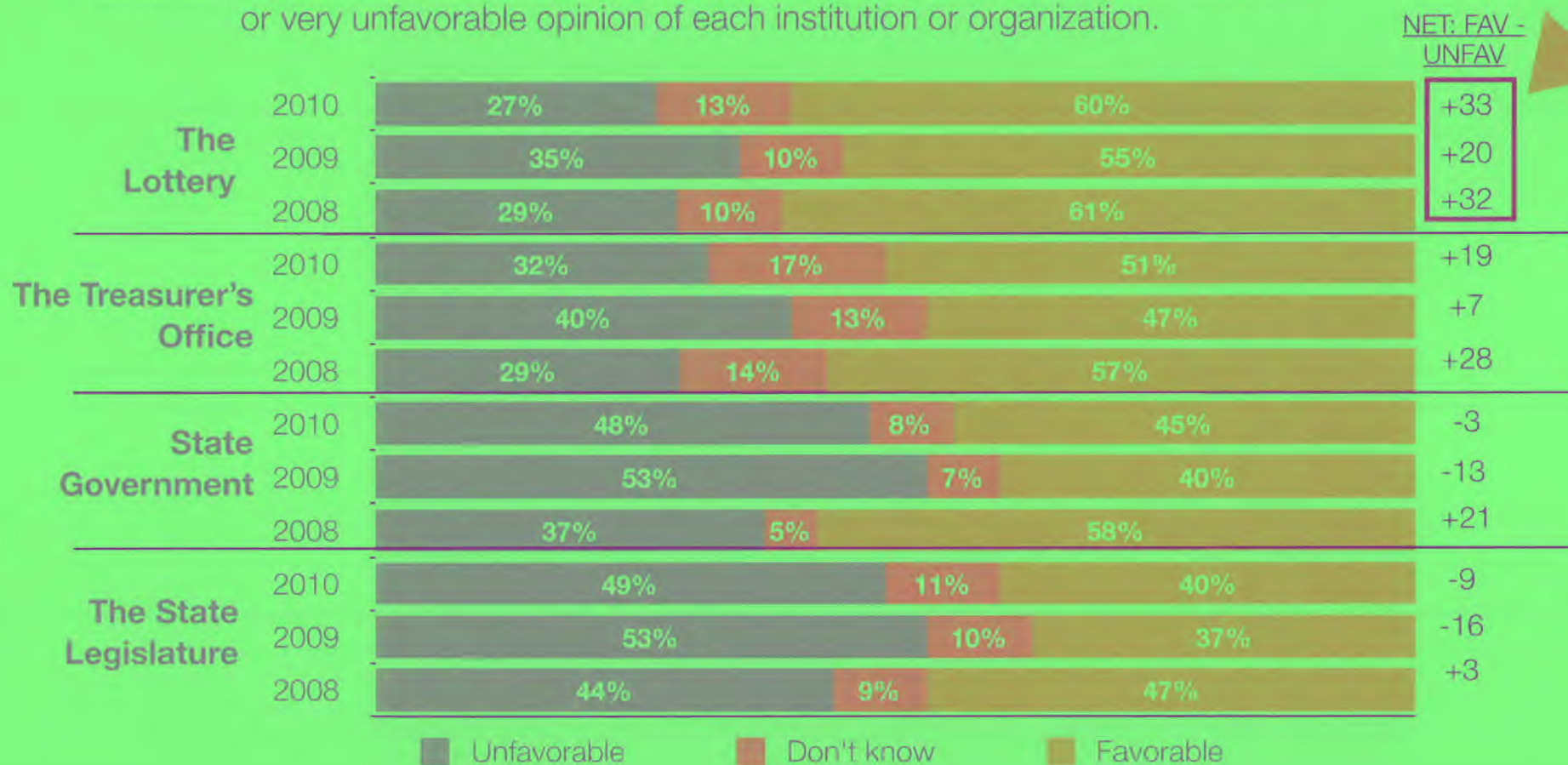


## Mood of the Commonwealth



# Opinions of Government Institutions Improve, Lottery Rebounds to '08 Level

Please say if you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of each institution or organization.





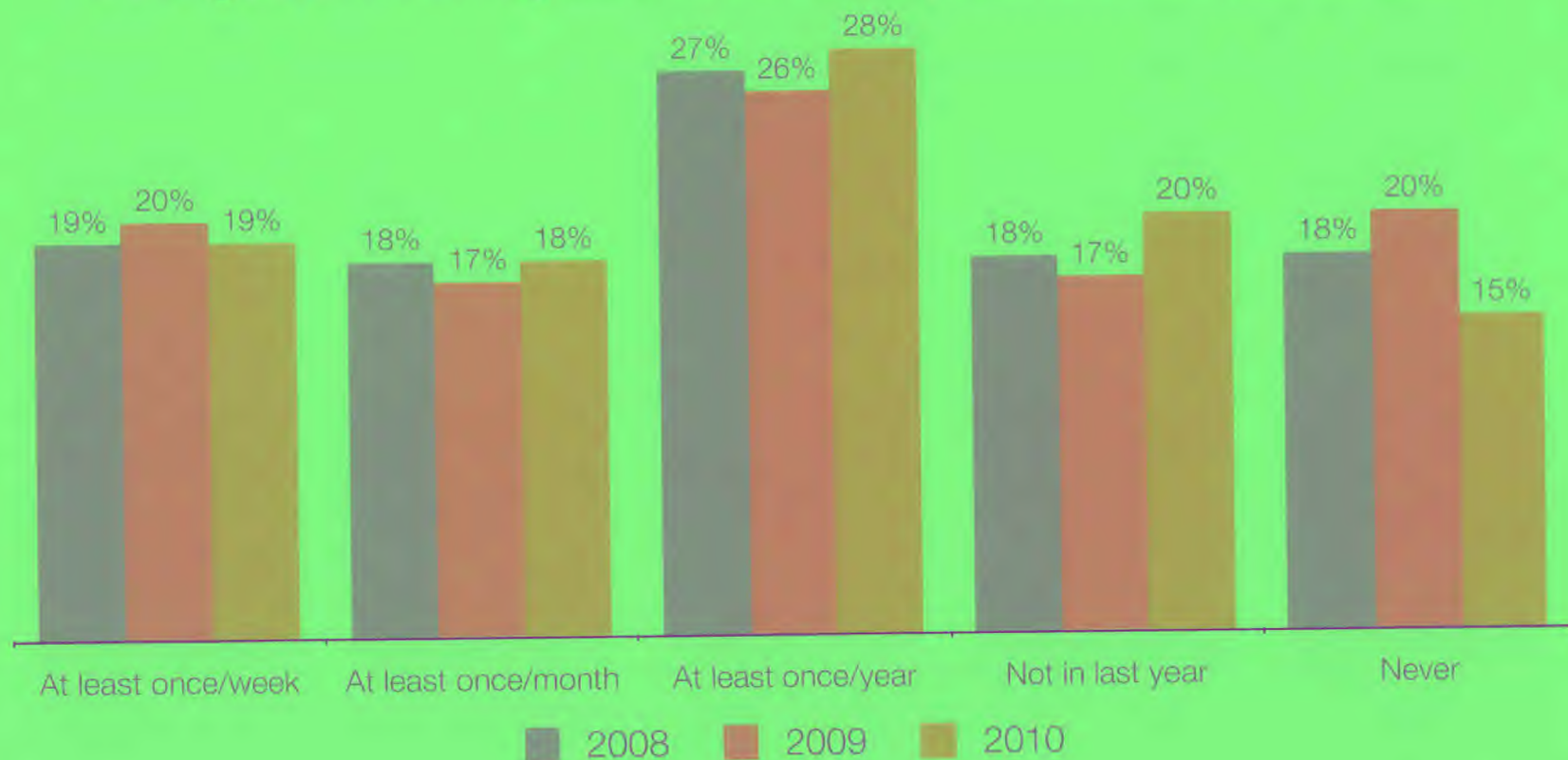


Where Our Players Are



# While About the Same Number of People are Playing ...

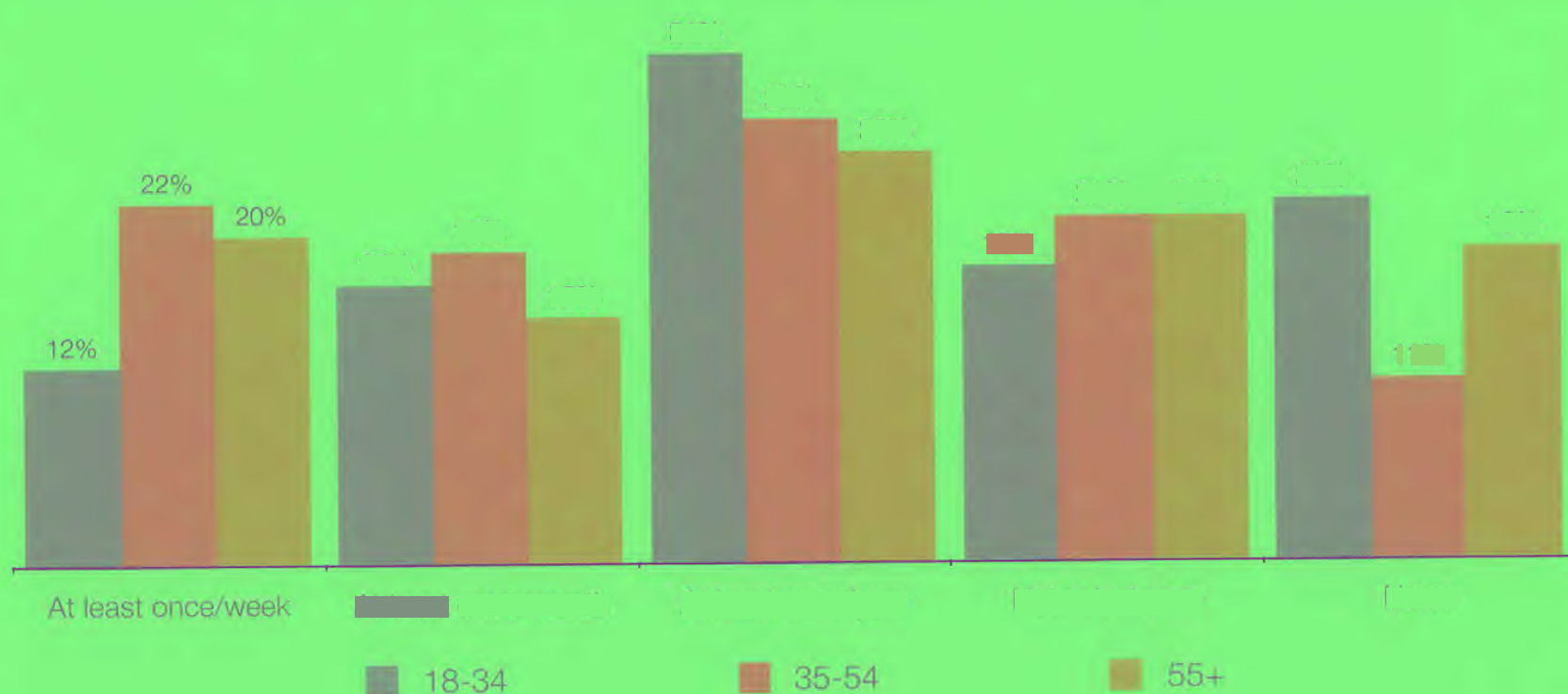
Thinking about the Lottery, which of the following best describes your behavior?





# [Nearly 70% of 34-55 Year-Olds Played the Lottery at Least Once in Last Year]

Thinking about the Lottery, which of the following best describes your behavior?  
- By Age Group -

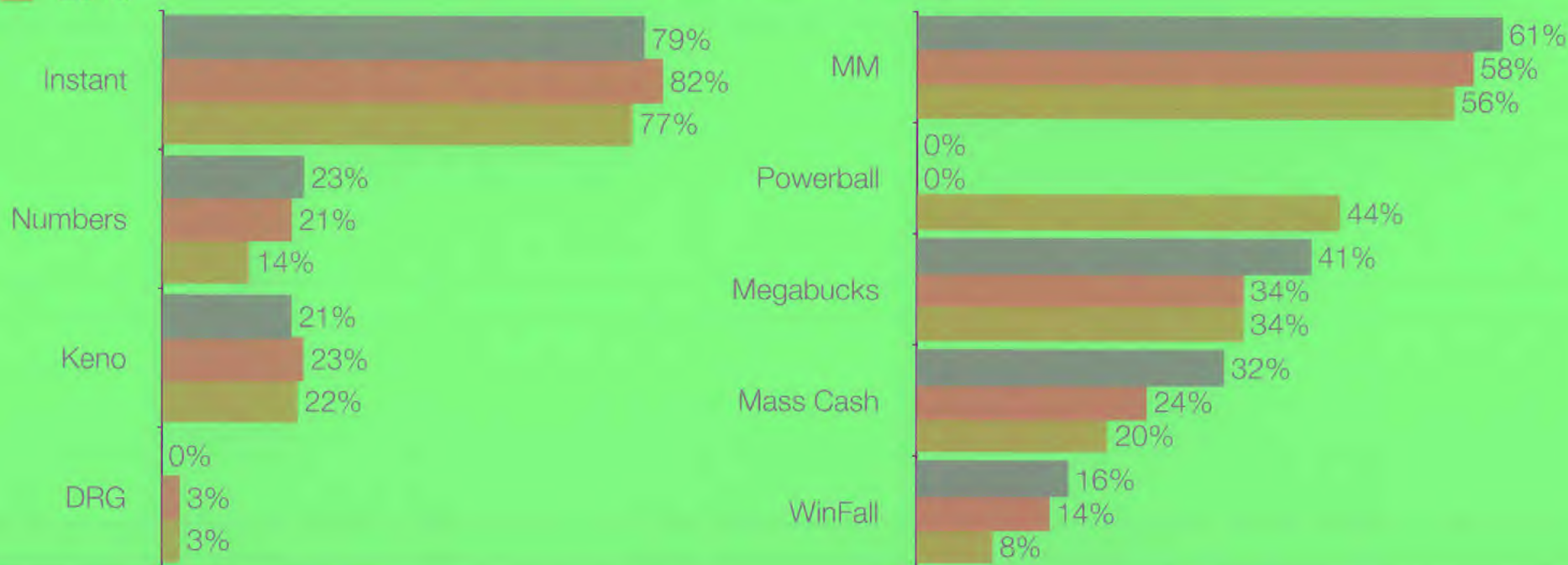




# Our "Regular" Players Tell Us That They Are Playing Less Often Than Recent Past ...

2008  
2009  
2010

Which of the following Lottery games do you play in a typical month?  
- Weekly and Monthly Players -



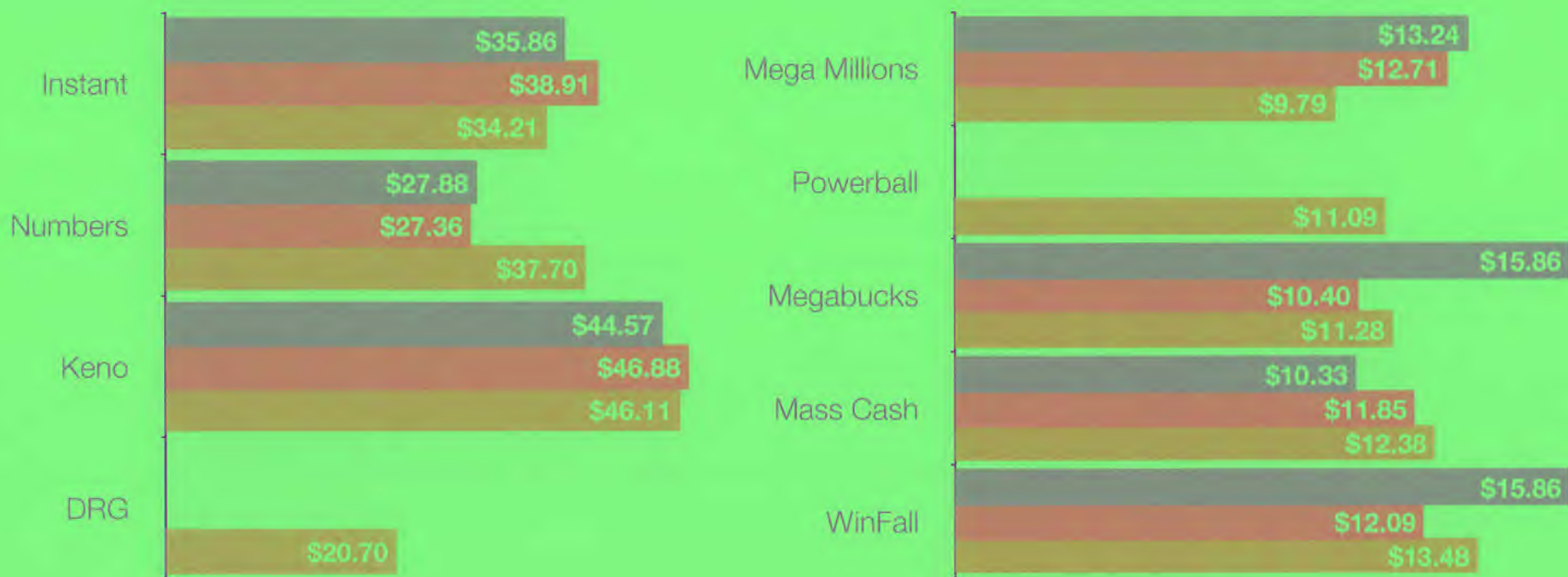
## # of Casino Visits Among Same Group:

2008: 61% attended, AVG 3.2 visits. 2009: 59% attended, AVG 2.7 visits. 2010: 59% attended, AVG 2.8 visits.

# And Report That They Are Spending Less Money In Many Categories

2008  
2009  
2010

In a typical month, how much do you spend on...  
- Weekly and Monthly players -



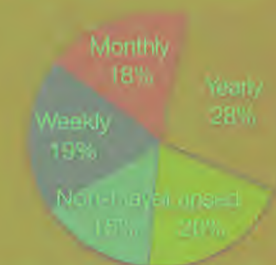




## Player Profiles



# Weekly Players Profile



## All Residents Weekly Players

### Gender

Male	46%	55%
Female	54%	45%

18-34	29%	20%
-------	-----	-----

35-44	43%	40%
-------	-----	-----

55+	28%	35%
-----	-----	-----

High school or less	35%	30%
---------------------	-----	-----

Some college	35%	35%
--------------	-----	-----

College degree	28%	35%
----------------	-----	-----

Postgraduate	1%	1%
--------------	----	----

College degree +	52%	57%
------------------	-----	-----

Less than college	48%	43%
-------------------	-----	-----

Which of the following Lottery games do you play in a typical month?



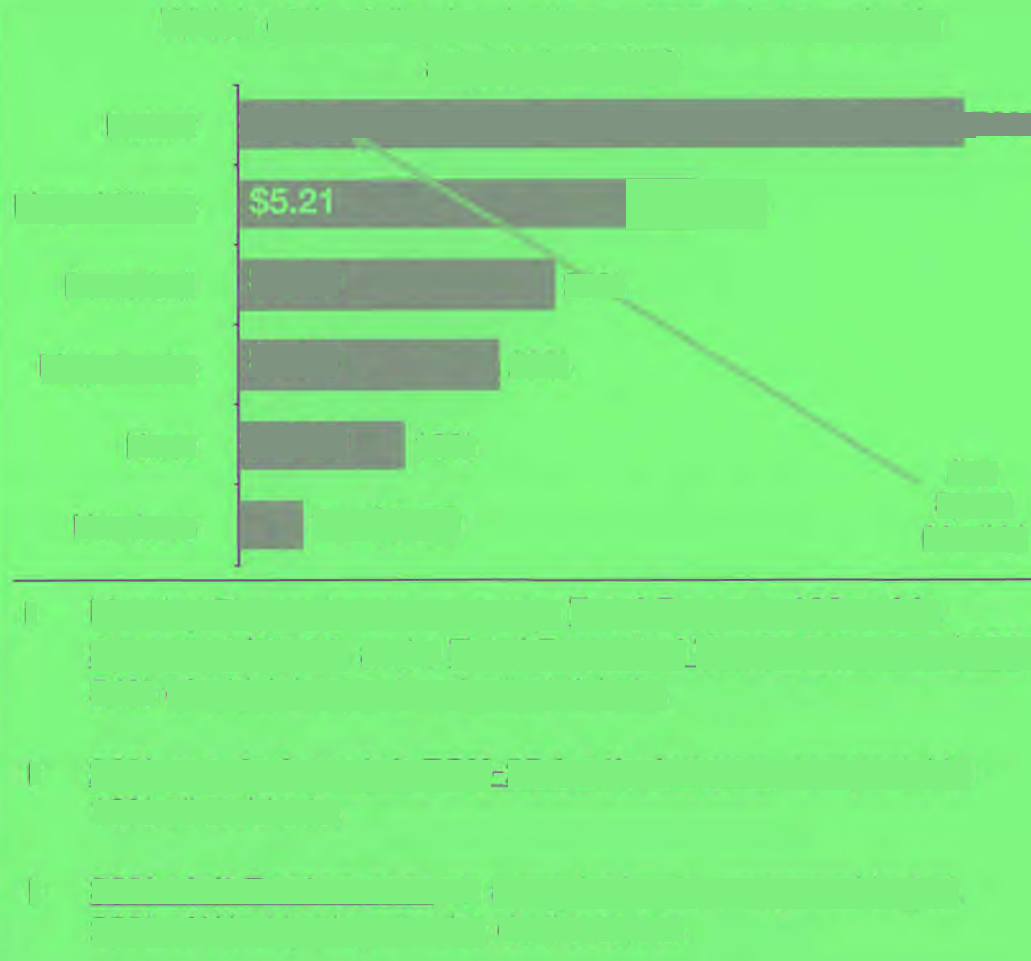
- ▶ Weekly Players have an average **Total Reported Monthly Spend of \$81.58**, and a **Total Reported Yearly Spend of \$979.01**, exactly half of which is spent on instant tickets.
- ▶ **26% are Herald readers**, compared to 14% of all residents.
- ▶ **49% visit Facebook** regularly; **40% visit MassLottery.com** at least weekly.



# Monthly Players Profile

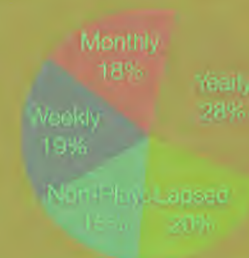


Monthly Players Profile		
Category	Current	Target
Gender		
Male	46%	45%
Female	54%	55%
Age Group		
18-34	28%	30%
35-54	43%	44%
55+	30%	26%
Income		
<\$20,000	12%	10%
\$20,000-\$40,000	35%	35%
\$40,000-\$60,000	28%	28%
\$60,000-\$80,000	18%	18%
>\$80,000	7%	7%



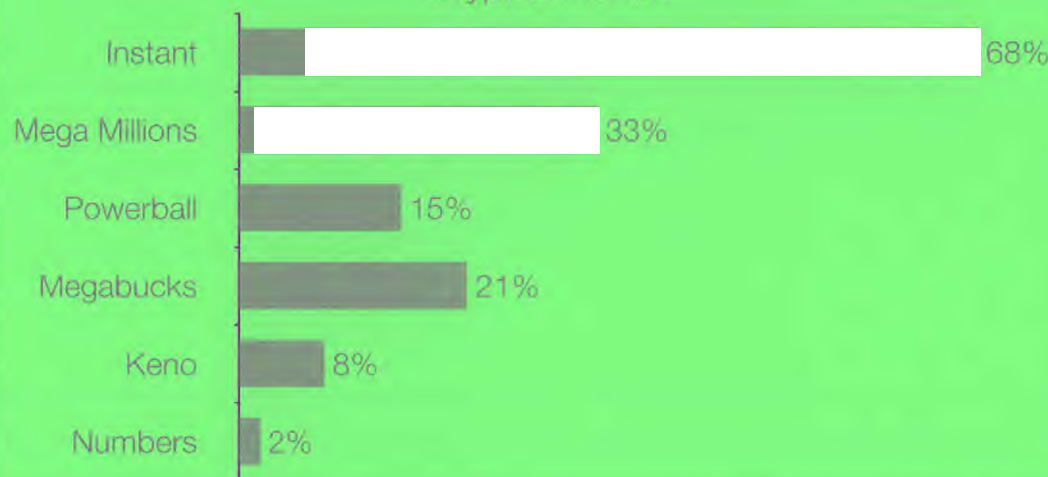


# Yearly & Lapsed Players Profile



	Yearly	Lapsed
Age		
18-24	46%	45%
25-34	54%	55%
35-44		
45-54		
55+		
Gender		
Male		
Female		
Ethnicity		
White		
Black		
Hispanic		
Asian		
Other		

Which of the following Lottery games do you play in a typical month?



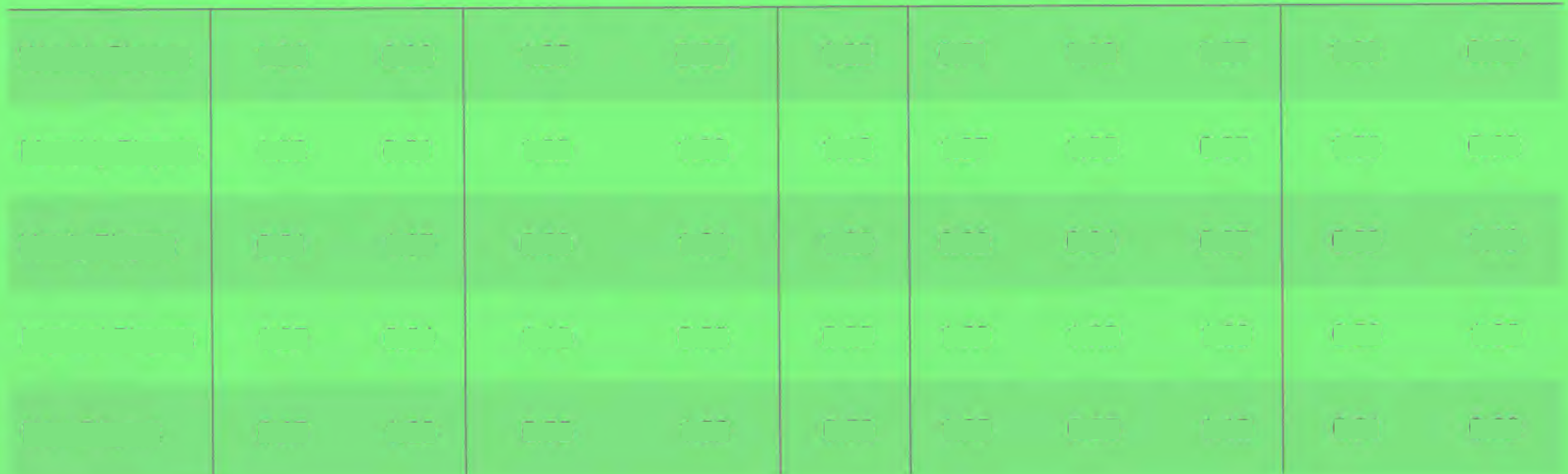
- ▶ Yearly and Lapsed players have an average **Total Reported Yearly Spend** of \$25.28 of which 68% is spent on instant tickets.
- ▶ **61% use social networking websites**, compared to 52% of Weekly and Monthly players.
- ▶ **Only 10% regularly read The Herald**, compared to 23% of Weekly and Monthly players.

# Weekly Players More Likely to be Older, Catholic, *Herald* Readers



## Index

(Percentage of Players of A Given Play Level, Divided By Percentage of All Residents)







## Lottery Attributes

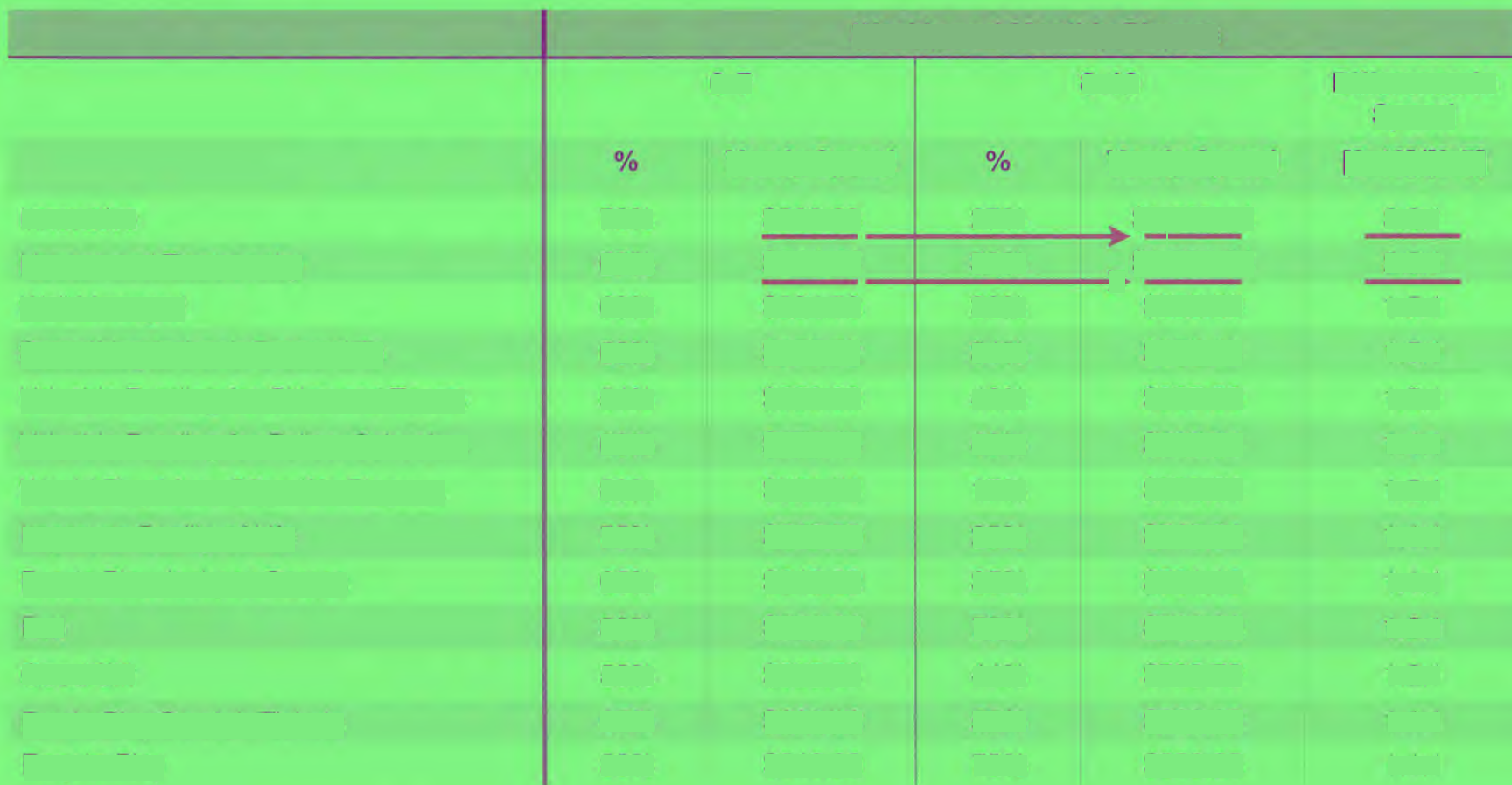


# Lottery Attributes - Overview

- ▶ In order to assess how various aspects of the Lottery, residents were asked to rate the Lottery on 13 different attributes.
- ▶ Residents were asked to use a 0 to 10 scale, where 0 means “Completely Disagree” and 10 means “Completely Agree.”
- ▶ Attributes tested fell into three categories: Attributes associated with the playing the Lottery (ie, “The Lottery is fun”), attributes associated with how the Lottery is managed (ie, “The Lottery is honest and trustworthy”), and attributes associated with the Lottery and the community (ie, “The Lottery provides valuable funding to cities and towns.”)
- ▶ After an initial assessment of these attributes, SocialSphere analyzed the impact of various attributes on the yearly spend of various player types. By comparing the average yearly spend of players that rated the attributes 8-10 versus those who rated the attribute 0-7, an assessment is made of which attributes are the most important drivers of sales.

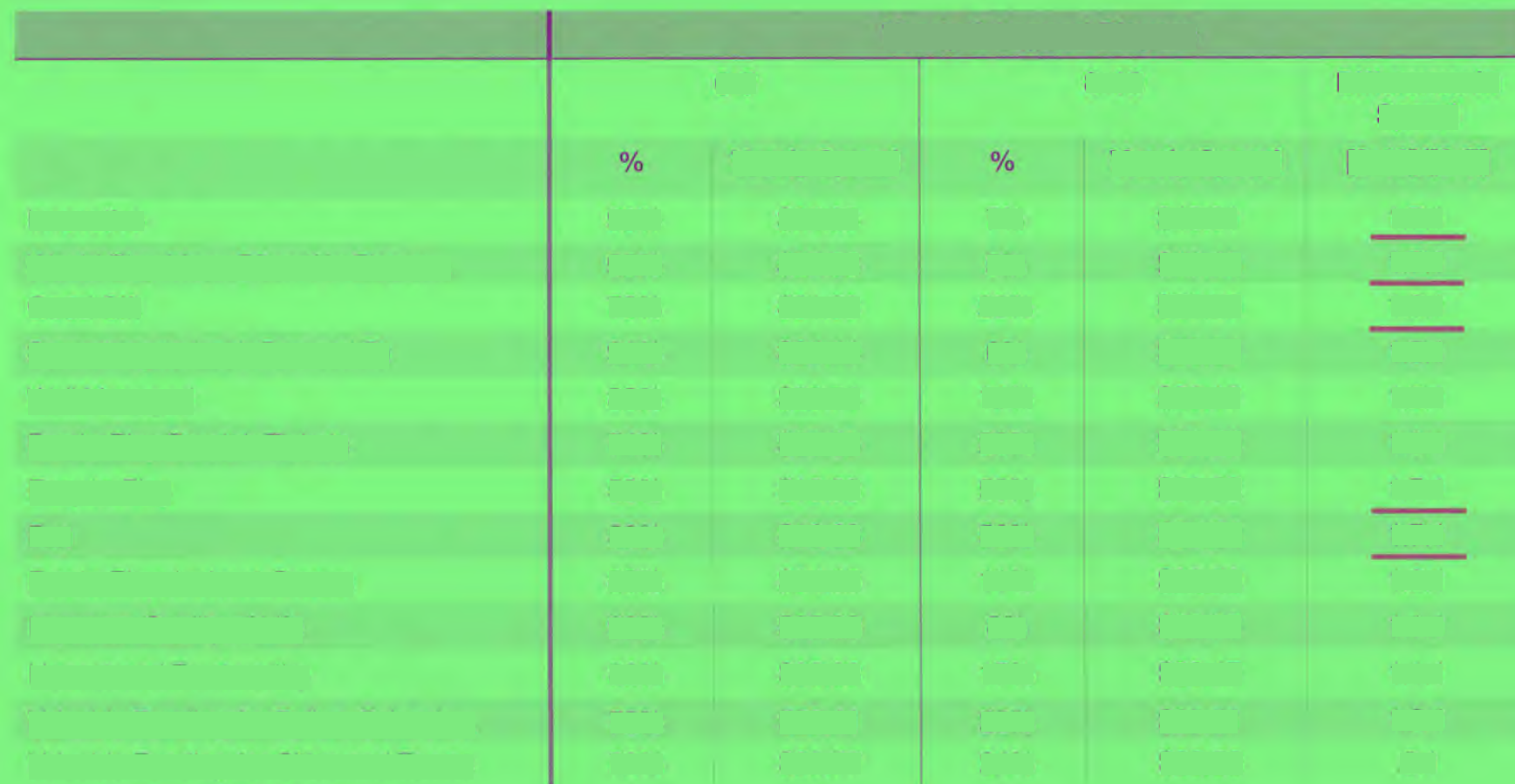


# Innovation & Trustworthiness Are Biggest Drivers for “Regular” Player Spend





# Innovation, Access and Gifting Are Biggest Drivers for “Yearly/Lapsed” Player Spend



# Regression Analysis Confirms Topline Findings on Spending Drivers

- ▶ Using a multivariate regression that have the most impact on topline spending also are the most important drivers of sales.

## Top Drivers For Weekly/Monthly Players

- ▶ The Lottery is innovative
- ▶ The Lottery is honest and trustworthy

## Top Drivers For Yearly/Lapsed Players

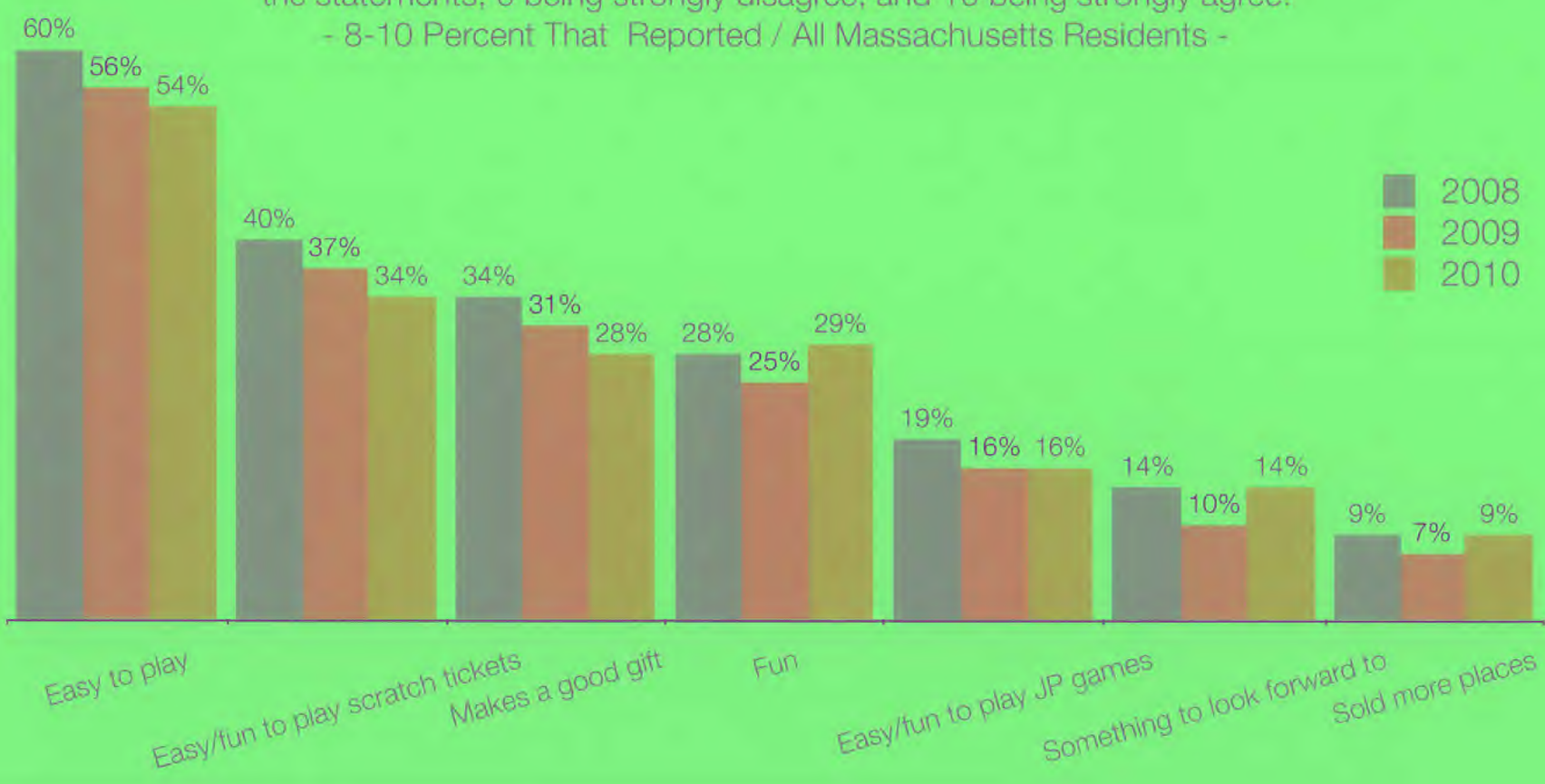
- ▶ The Lottery makes a good gift
- ▶ The Lottery is innovative
- ▶ The Lottery is honest and trustworthy
- ▶ The Lottery is easy to play
- ▶ The Lottery is fun





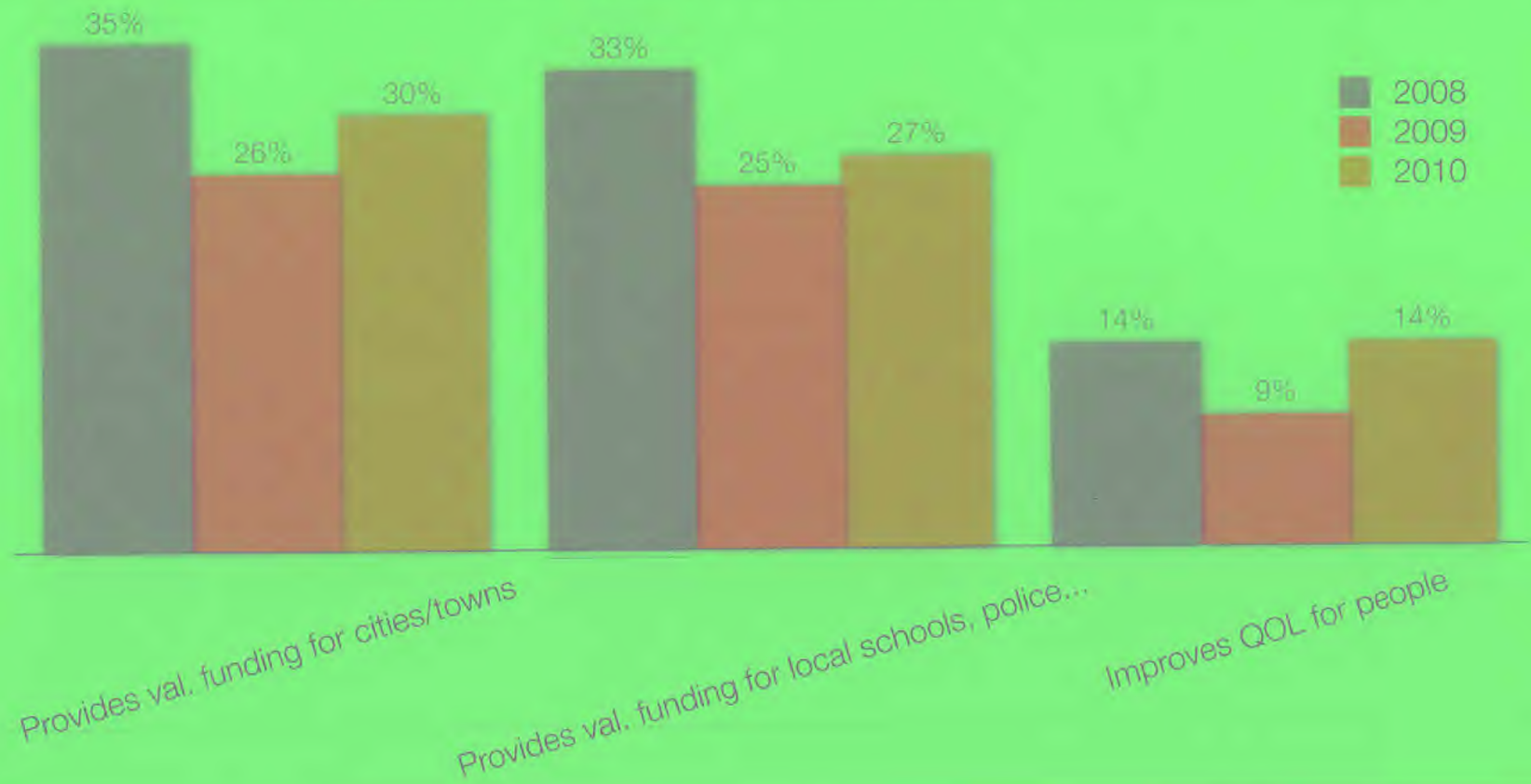
# Lottery Play Attributes Relatively Stable, Though "Fun" Rebounds to '08 Level

For each statement, please rate on a 0-10 scale whether you agree or disagree with the statements, 0 being strongly disagree, and 10 being strongly agree.  
 - 8-10 Percent That Reported / All Massachusetts Residents -



# “Permission” Messages Even More Important in Difficult Economic Times

For each statement, please rate on a 0-10 scale whether you agree or disagree with the statements, 0 being strongly disagree, and 10 being strongly agree.  
- 8-10 Percent That Reported / All Massachusetts Residents -

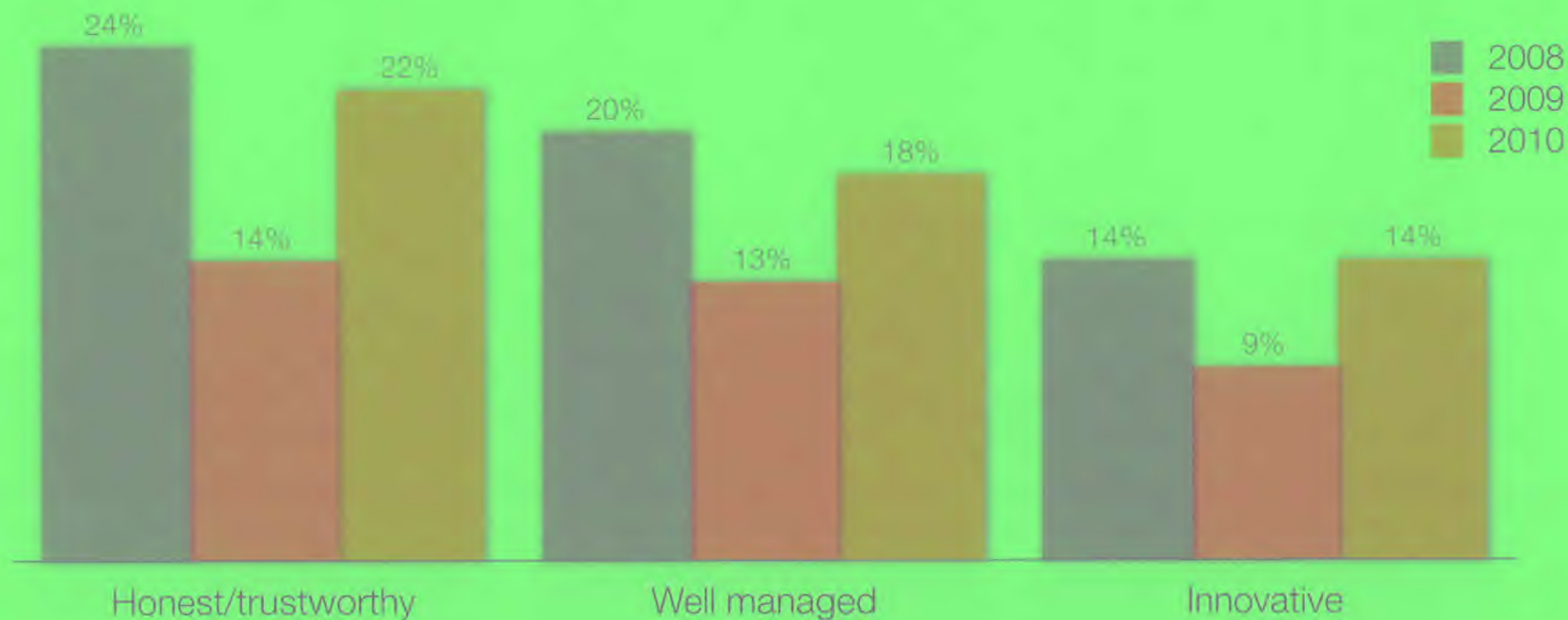




# Favorability of the Lottery as an Institution Rises Across the Board

For each statement, please rate on a 0-10 scale whether you agree or disagree with the statements, 0 being strongly disagree, and 10 being strongly agree.

- 8-10 Percent That Reported / All Massachusetts Residents -

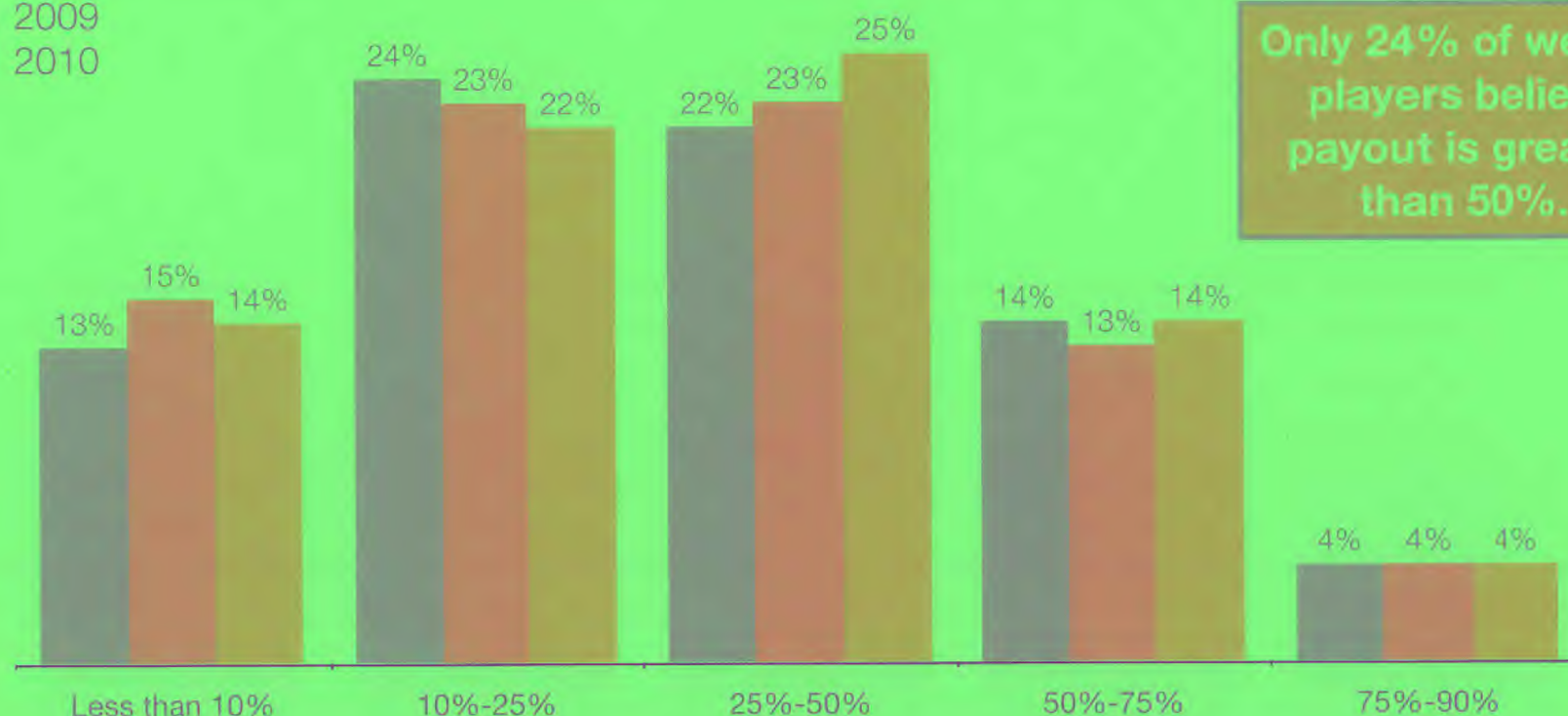




# Residents Largely Unaware of Payout

What is your best guess at the percentage of Lottery revenue that is paid back to players in winning prizes?  
- All Massachusetts Residents -

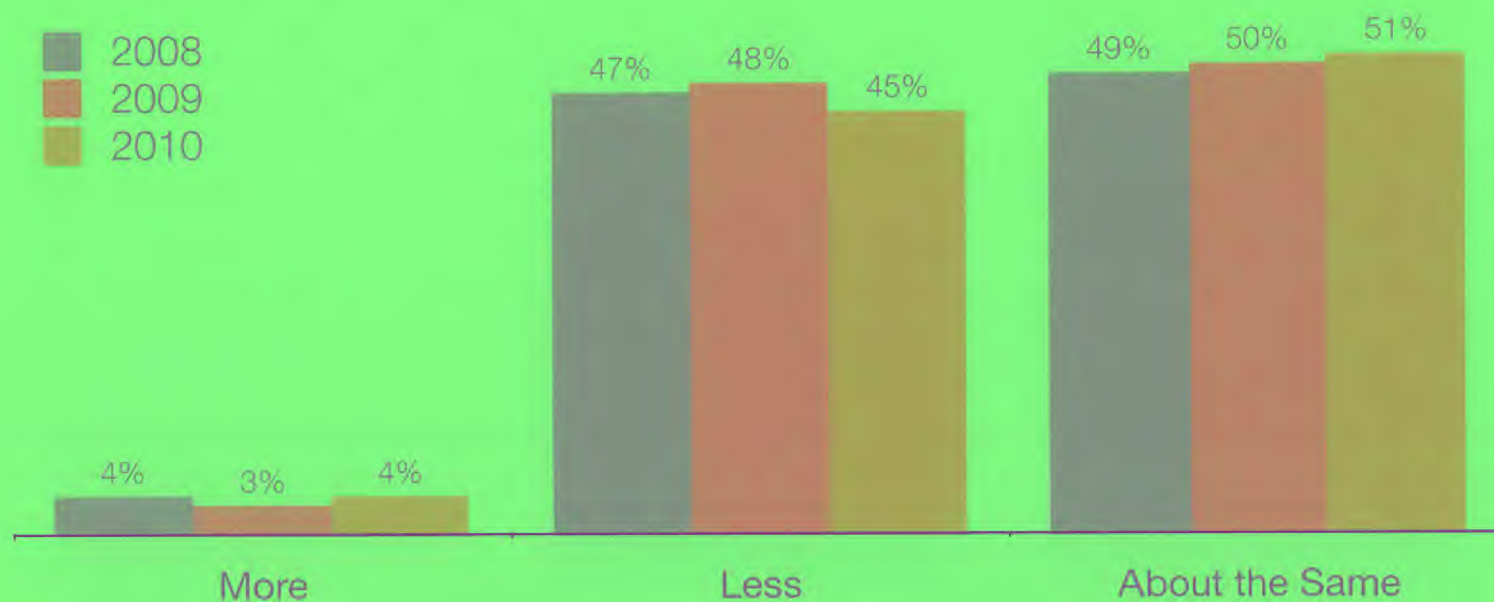
2008  
2009  
2010



**Only 24% of weekly players believe payout is greater than 50%.**

# Perceptions of Winning Remains Unchanged

Compared with your past experience, do you feel that you personally are winning more, winning less or winning about the same on the Lottery as you have in the past?  
- Weekly, Monthly, Yearly Players -





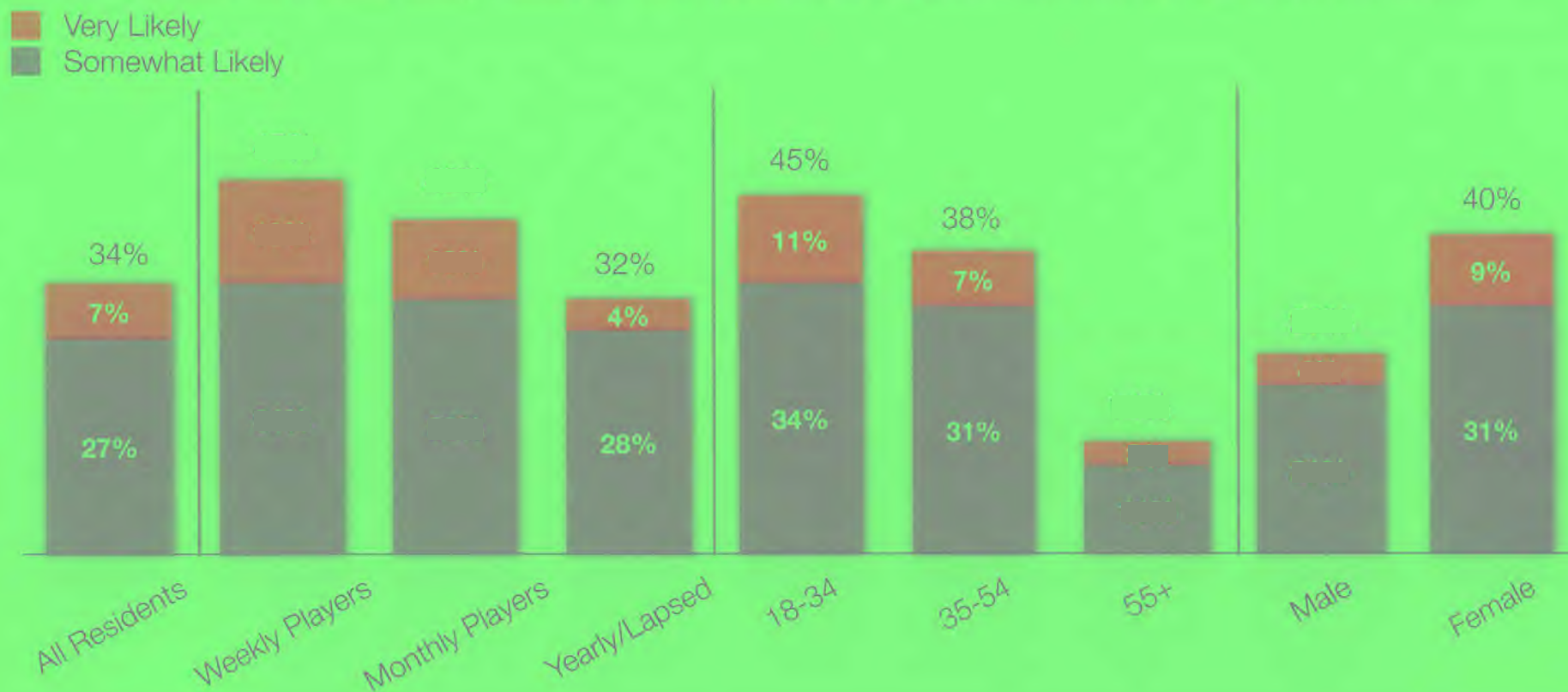


## New Concepts



# \$5 Music Ticket Has Appeal to Younger and “Regular” Lottery Audiences

Concept A is music-themed \$5 scratch ticket where in addition to traditional cash prizes from \$1 million down, you will have the chance to download free songs, win concert tickets and VIP access to some of the hottest acts in music today. Based on what you know at this point, how likely are you to buy this ticket?

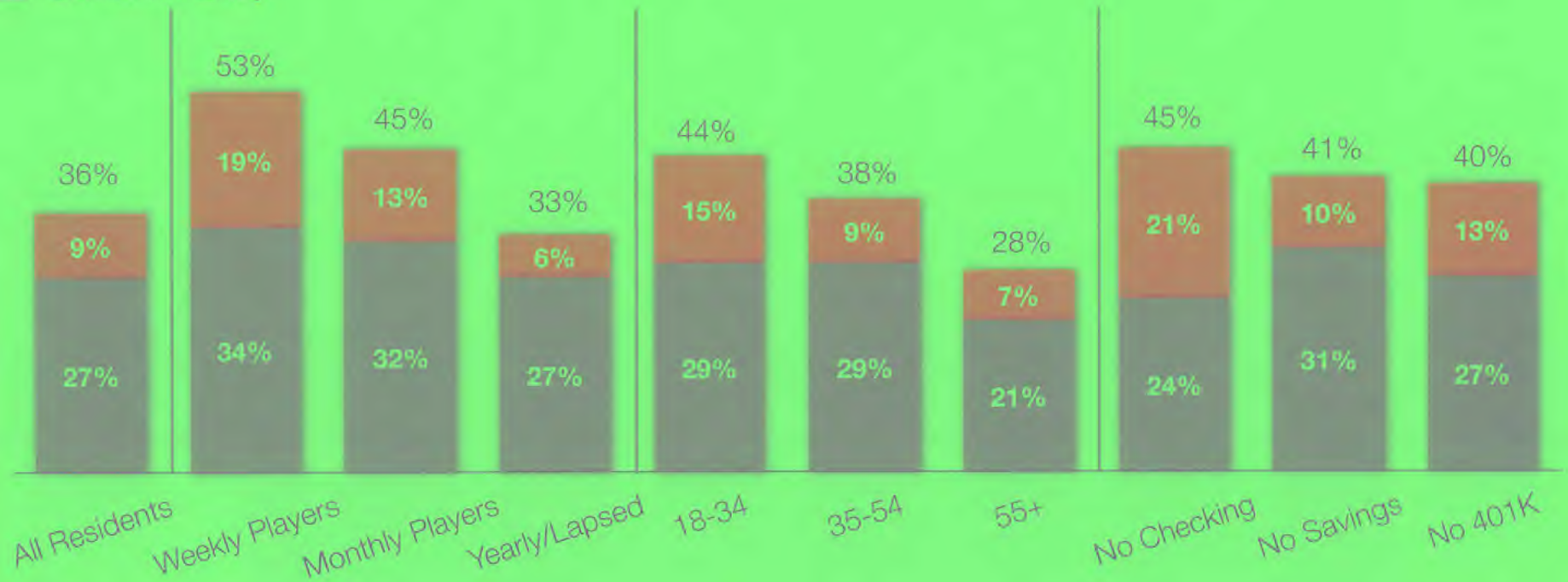


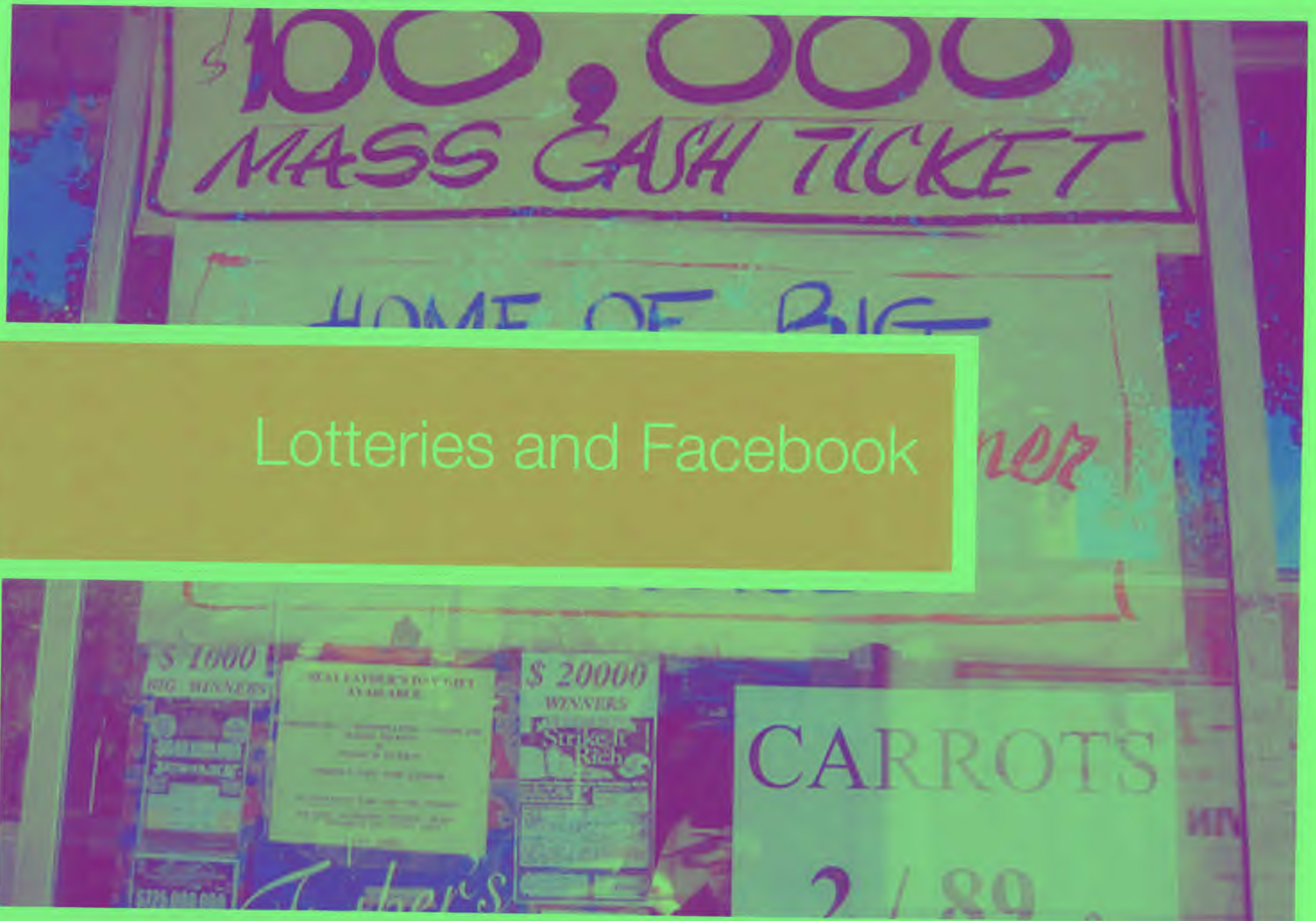


# Approximately 2-in-5 Residents with No Checking or Savings Open to New Concept

Concept B is a \$20 scratch ticket where \$5 is automatically deposited into your savings account with a local bank. The remaining \$15 plays like a traditional Massachusetts scratch ticket – with \$1 million top prizes and hundreds of thousands of other prizes as well. Based on what you know at this point, how likely are you to buy this ticket?

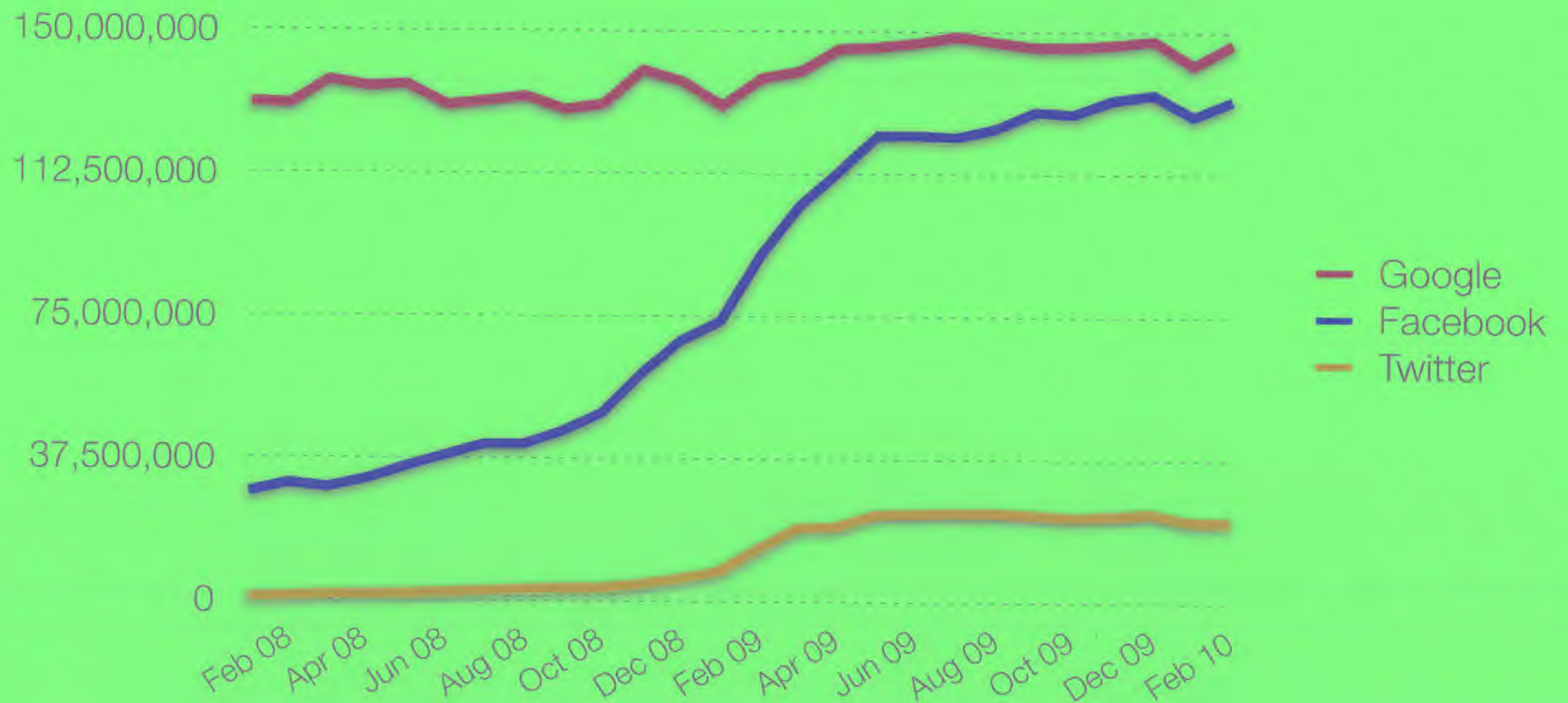
Very Likely  
Somewhat Likely







# Unique U.S. Visitors



compete.com



# Massachusetts State Lottery

Assessment of Retailer Attitudes Towards the Lottery

Presented By:  
SocialSphere, Inc.

March 24, 2010







# Overview





# Overview

- ❖ From February 3 through February 21, 2010 SocialSphere conducted a telephone-based survey of N=300 Massachusetts Lottery agents.
- ❖ Agents were sampled from the complete list of 7,800+ Massachusetts Lottery agents, and the fielding was monitored to ensure that the sampling accurately reflected the overall composition of agents as it pertained to the five sales regions and retail category type.
- ❖ The survey lasted approximately 17 minutes. Callers dialed agents during the day, asking to speak with the owner or manager - whoever was primarily responsible for Lottery decisions. If the agent was not available, callers attempted to set up another time to speak that would be more convenient.





# Overview (continued)

❖ This was the third survey of Massachusetts Lottery agents conducted by SocialSphere since 2004 (2004, 2007, 2010).

❖ The objective of this research is to:

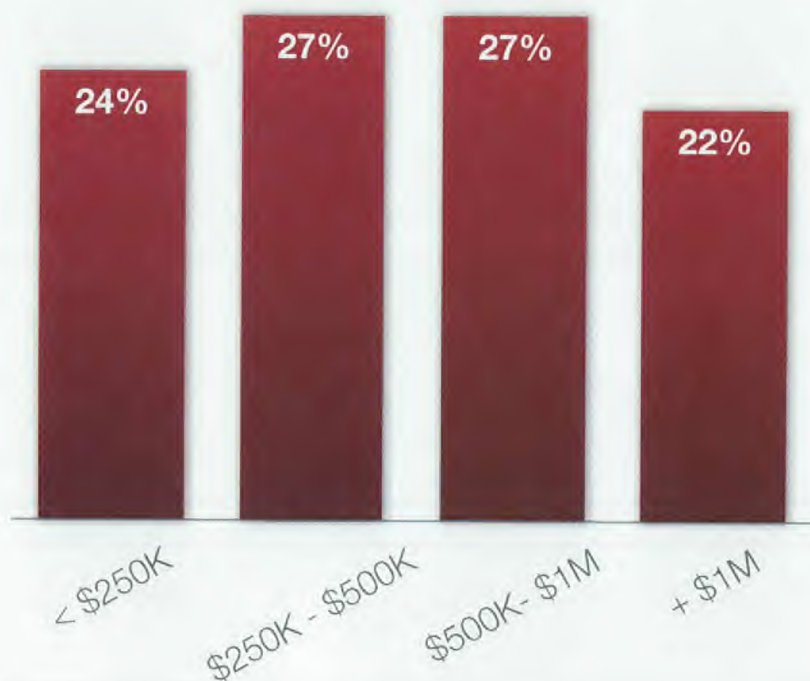
- Check in with agents on the general state of their Lottery business and how it compares to the past;
- Assess the attitudes of Lottery agents towards the Massachusetts State Lottery on a series of key attitudinal factors;
- Rate the performance of the Massachusetts State Lottery on how they perform on their interactions with agents and meeting agent needs;
- Identify major causes of concern for agents;
- Understand technology adoption among agents, and how it relates to the Massachusetts Lottery.

❖ In order to track attitudes over time, most of the questions in the survey were developed based on the previous rounds of research.



# Profile of the Sample

**Lottery Revenue  
(Recorded from Sample)**



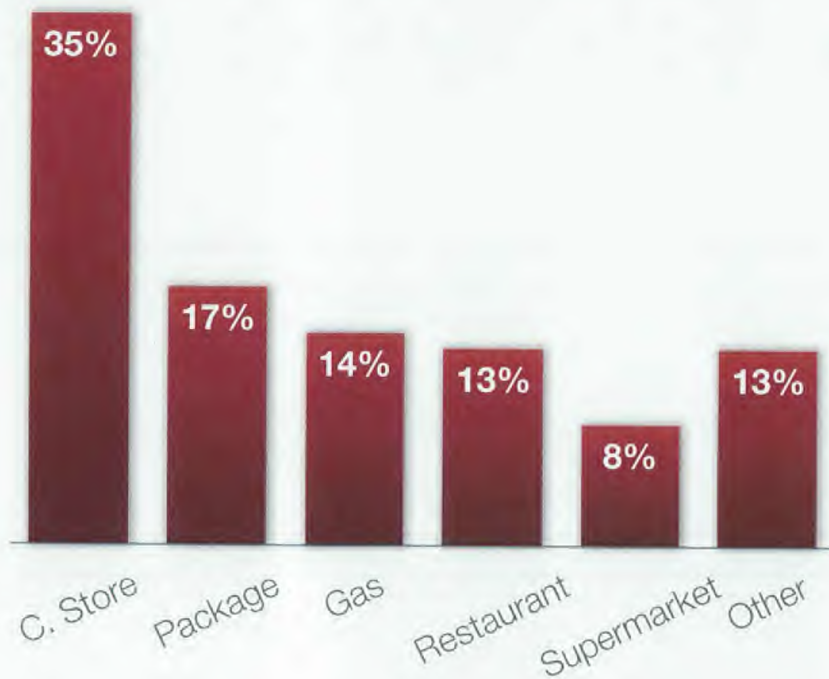
**Area of Responsibility  
in the Store**



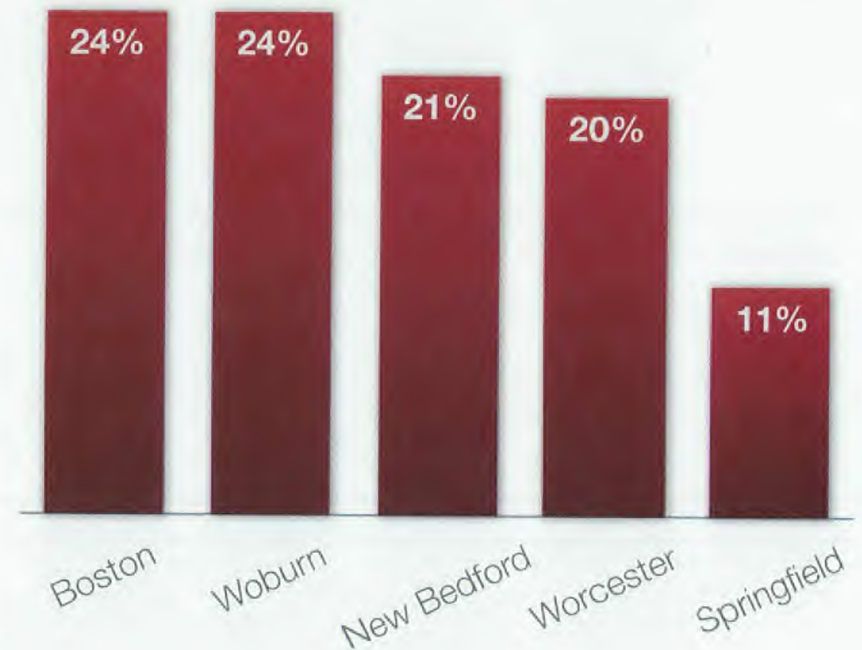


# Profile of the Sample

**Retail Segment**  
(Recorded from Sample)



**Region**





## Key Findings - Past and Present





# 2004 - Key Findings

1. The vast majority (82 percent) of agents felt that their lottery revenue was excellent (17 percent) or good (65 percent)
2. About half (44 percent) of agents felt their revenue had grown in the past year, largely because of new games (specifically the \$10 ticket). Thirteen percent of agents felt sales had declined, citing the economy and lack of winners as the main reasons for decline.
3. Of the retail segments, convenience stores and gas stations viewed the Lottery as most critical to their overall business.
4. Agents cited bringing in more foot traffic as the most important reason for having the Lottery. Their biggest concern was trash left by player.
5. Providing well-trained sales representatives and a system of tracking inventory and sales were the most important things the Lottery could do for agents - and also what the Lottery performed best on.





# 2007 - Key Findings

1. Performance on most measures is steady to slightly up since the last survey of agents was conducted in 2004. In general, agents are satisfied with the job the Lottery is doing and recognize the relative importance of the Lottery to their business.
2. One-fifth of agents report that they see Lottery sales declining, but in their minds that is largely due to a souring economy and larger, non-Lottery related trends.
3. While agents are concerned with some of the current threats facing their business (increased reliance on credit cards by customers and increased competition), they view the possibility of a casino coming to MA as the largest potential threat.
4. Agents are eager to engage in an online agent community and adopt Web 2.0 initiatives in addition to performing tasks like downloading sales reports.
5. Agents are very satisfied with the performance of the Billion Dollar Blockbuster, with the vast majority saying it has met or exceeded expectation.
6. On most measures, package store operators are more concerned about their lottery business than other retail segments.





# 2010 - Key Findings

1. Despite economic conditions, **65% of agents report that sales have either stayed the same or grown in the past year.** Of the agents who have seen their sales fall in the past year, the overwhelming majority (65%) cite the economy as the main reason for the decline.
2. While sales are declining, **most agents still rate their sales as excellent (15%) or good (64%),** about the same number who rated sales as excellent or good in 2004 and 2007. Agents still realize that having the Lottery brings in a steady stream of revenue, and see the Lottery as a competitive advantage over other stores.
3. **Use of debit/credit cards is a growing concern for agents.** In 2007, 32% of agents cited this as a growing concern - in 2010, 47% say the same. In particular, convenient stores view it as a growing concern (57%). An additional concern for majority of agents is used/discarded tickets.
4. **Lottery continues to perform best on factors that are most important to agents.** Providing well trained sales representatives continues to be the most important factor for agents, and the factor that the Lottery performs the best on.
5. **Agent interest in using a Lottery-website remains high.** Almost two-thirds of agents (65%) are likely to use the site, with particular interest in new game information.







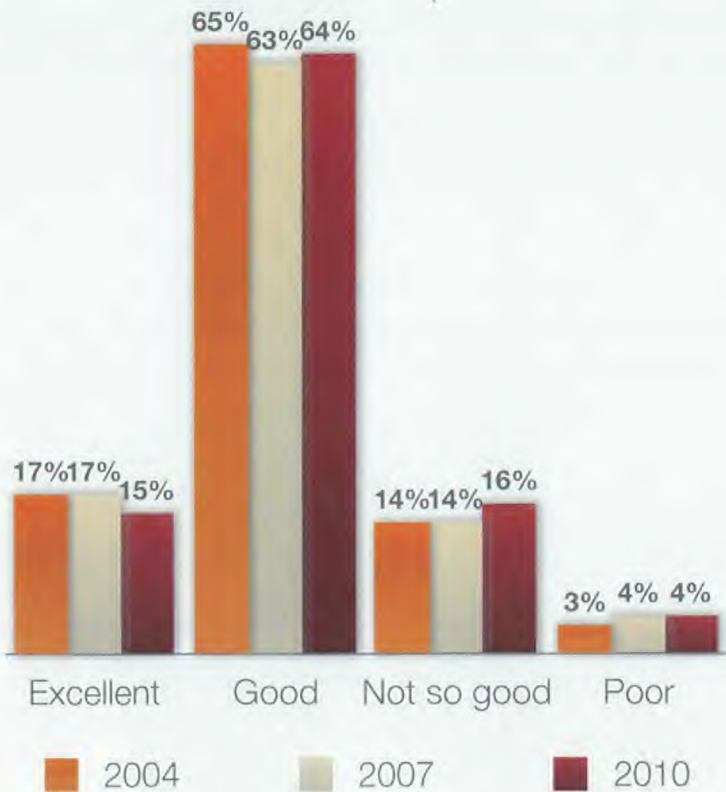
# 1. The Current State of Sales



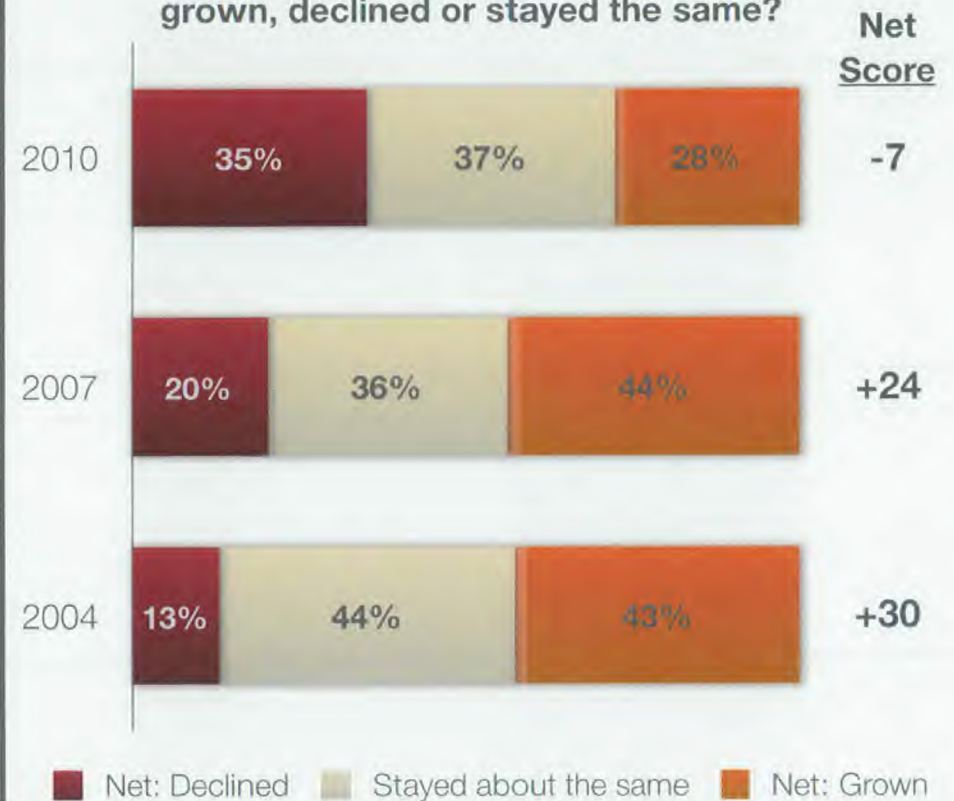


# Relative to economy, Lottery revenue feels good

How would you rate your Lottery revenue?

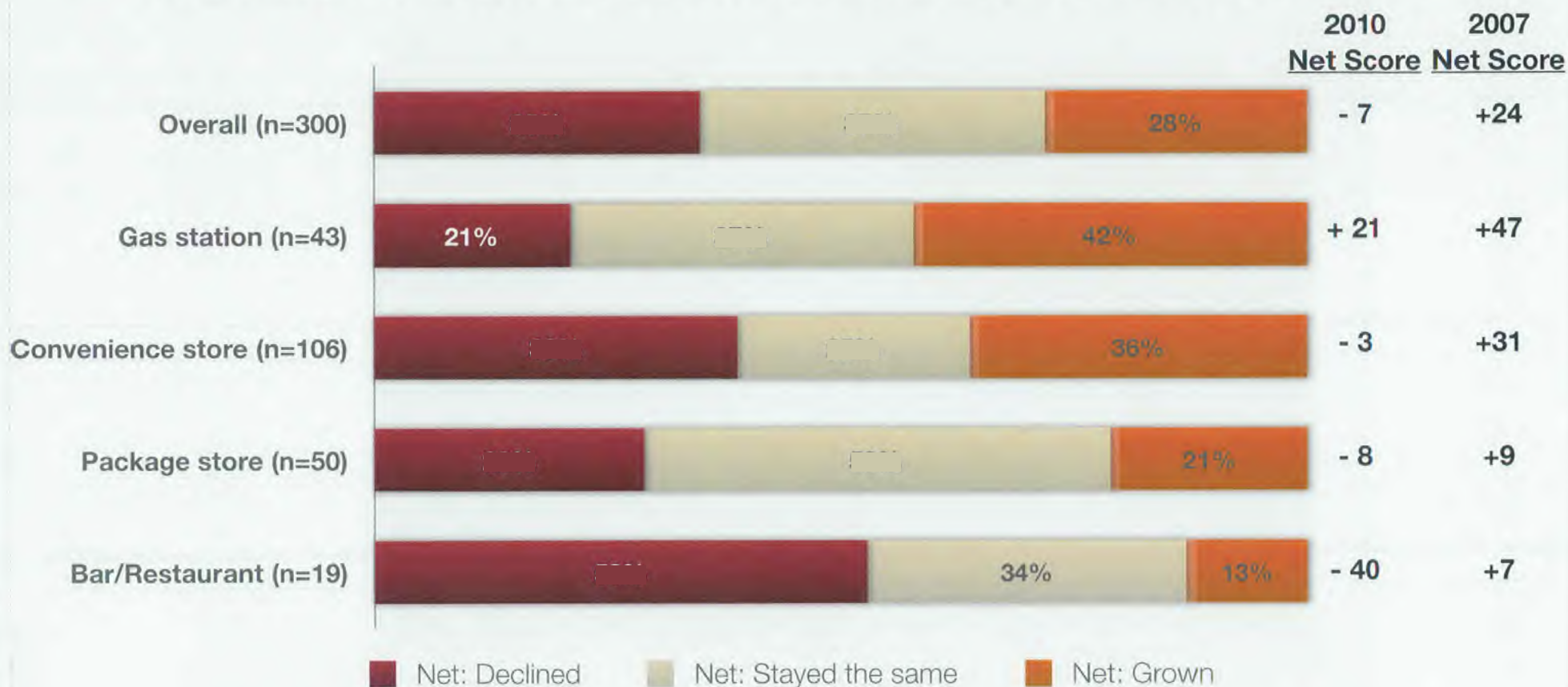


In the last year, has your Lottery revenue grown, declined or stayed the same?



# For most segments, declines outpace growth

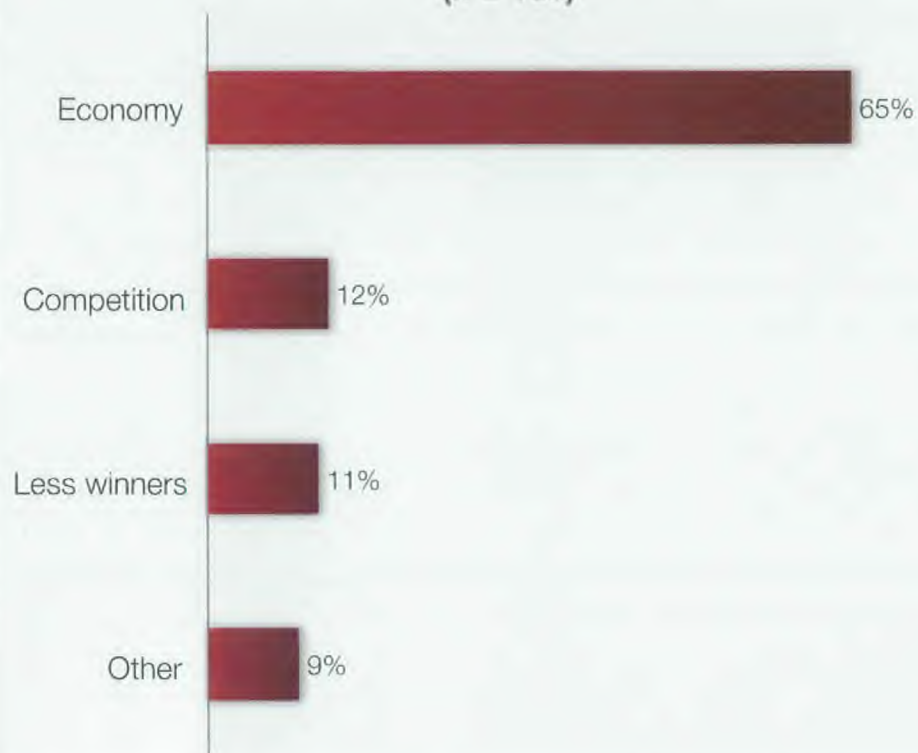
In the last year, has your Lottery revenue grown, declined or stayed the same?



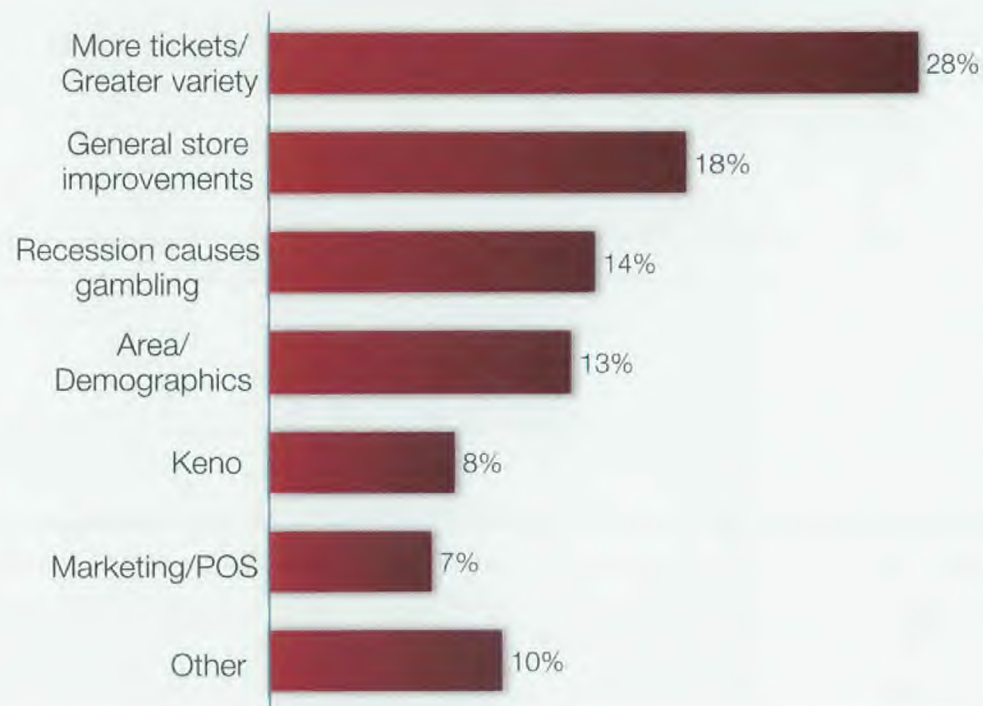


# Economy cited as main reason for declines

What do you think is the main reason your Lottery revenue has declined?  
(Open-ended responses)  
(n = 105)



What do you think is the main reason your Lottery revenue has grown?  
(Open-ended responses)  
(n = 84)



# In their own words....

What do you think is the main reason your Lottery revenue has declined?  
(Word cloud of responses - the larger the word, the more often it appeared in open ended responses)





# In their own words....

What do you think is the main reason your Lottery revenue has increased?  
(Word cloud of responses - the larger the word, the more often it appeared in open ended responses)







## 2. Lottery Attributes and Characteristics





# Lottery seen as competitive advantage, increasingly look to for steady revenue

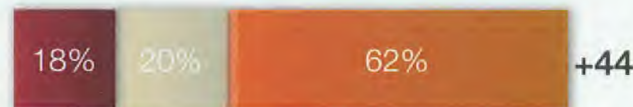
2007

2010



+54

The Lottery increases traffic to my store and attracts customers who often buy other products.



+44

The Lottery is an important part of my overall business.



+24

The Lottery brings in steady revenue - even when the rest of my sales might be down.



+30

Having the Lottery gives me a competitive advantage compared to other stores.



+53



+42



+32



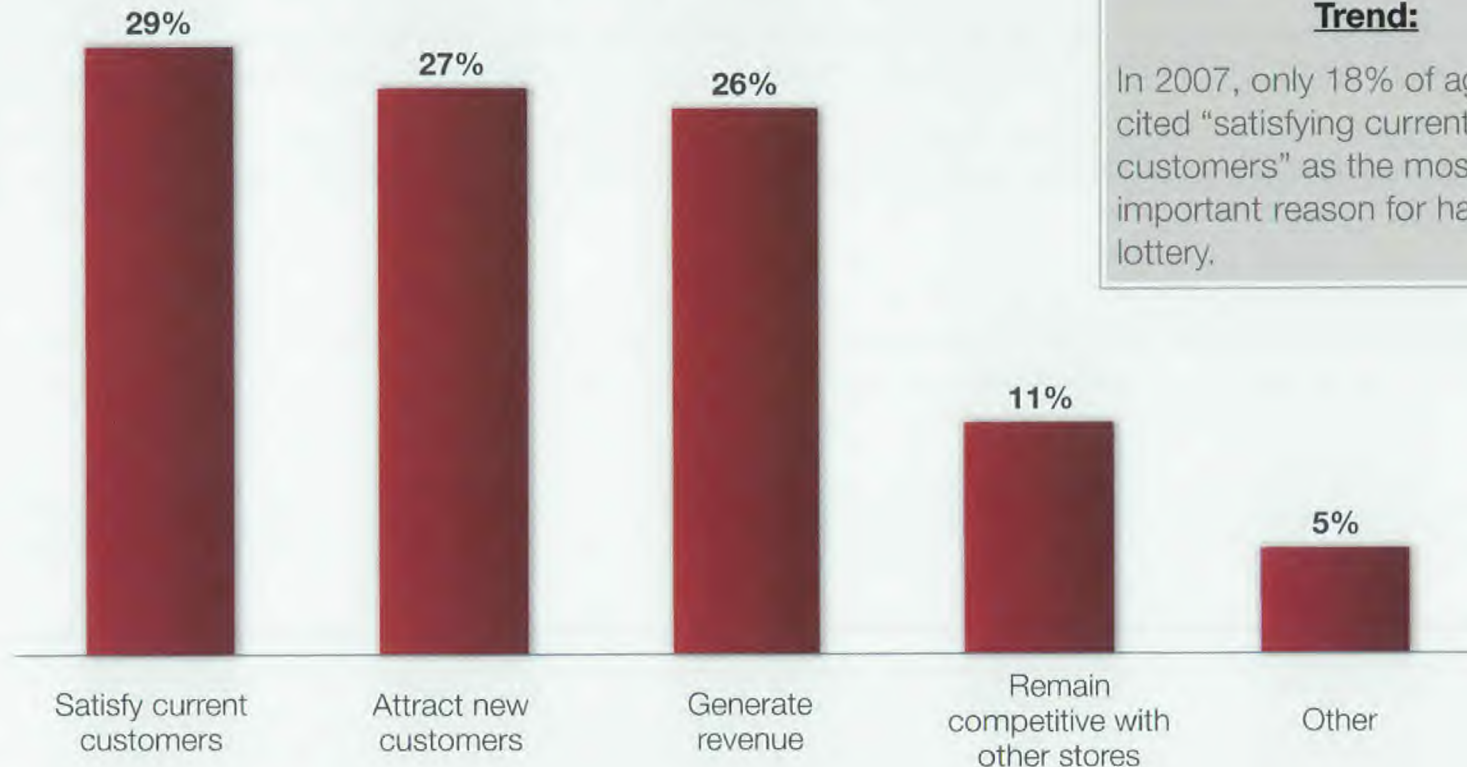
+29

Net: Disagree    Neutral    Net: Agree



# Competition, satisfying existing customers increasingly important for agents

**What is the most important reason you are a Lottery agent?**  
(Open-Ended Response)





# Used tickets a growing concern for agents

2007

2010



+21

Lottery players often leave used tickets and trash inside and outside my store.



+35



-14

My Lottery business often causes lines or waiting for other customers that can be bad for business.



-16

Net: Disagree    Neutral    Net: Agree



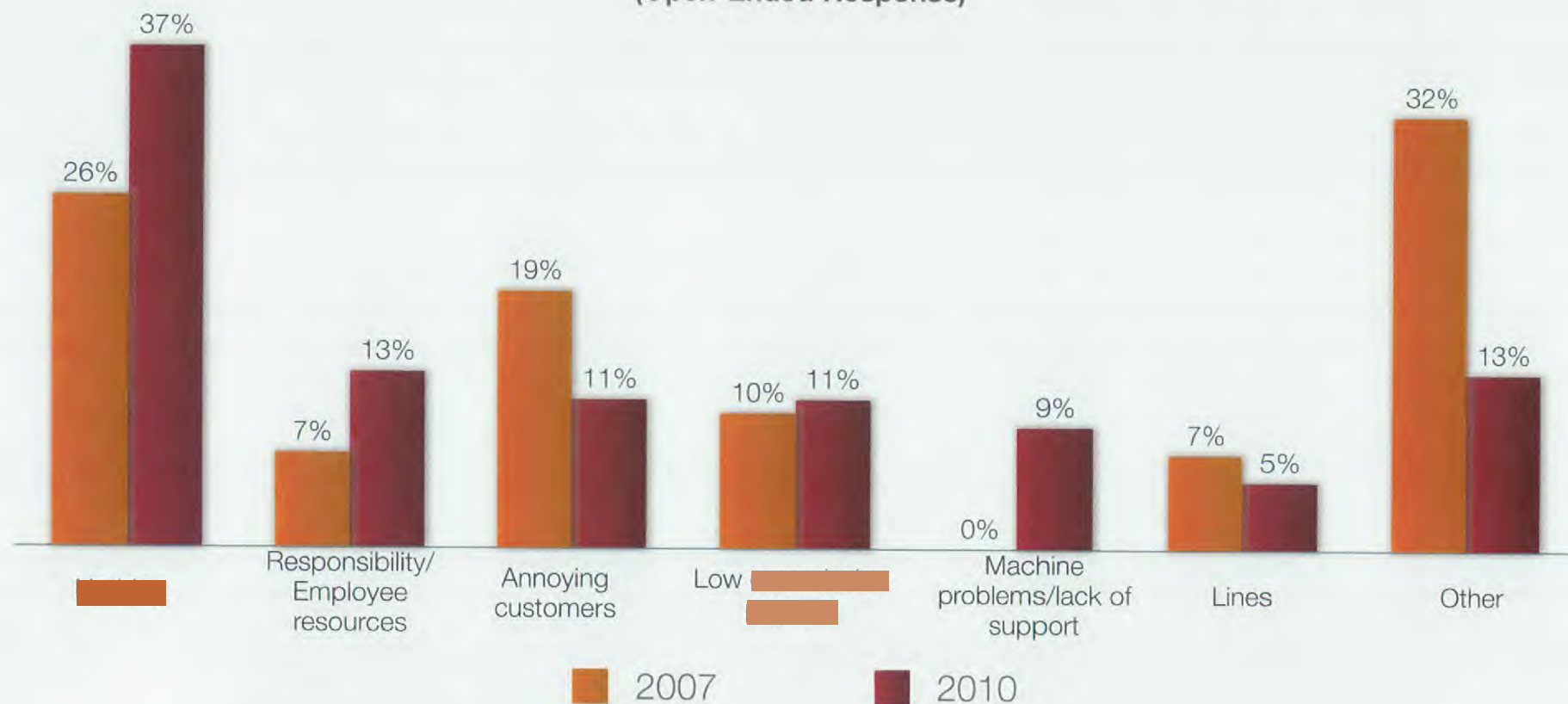
### 3. Agents Concerns





# Dedication of employee resources “worst” part of being an agent

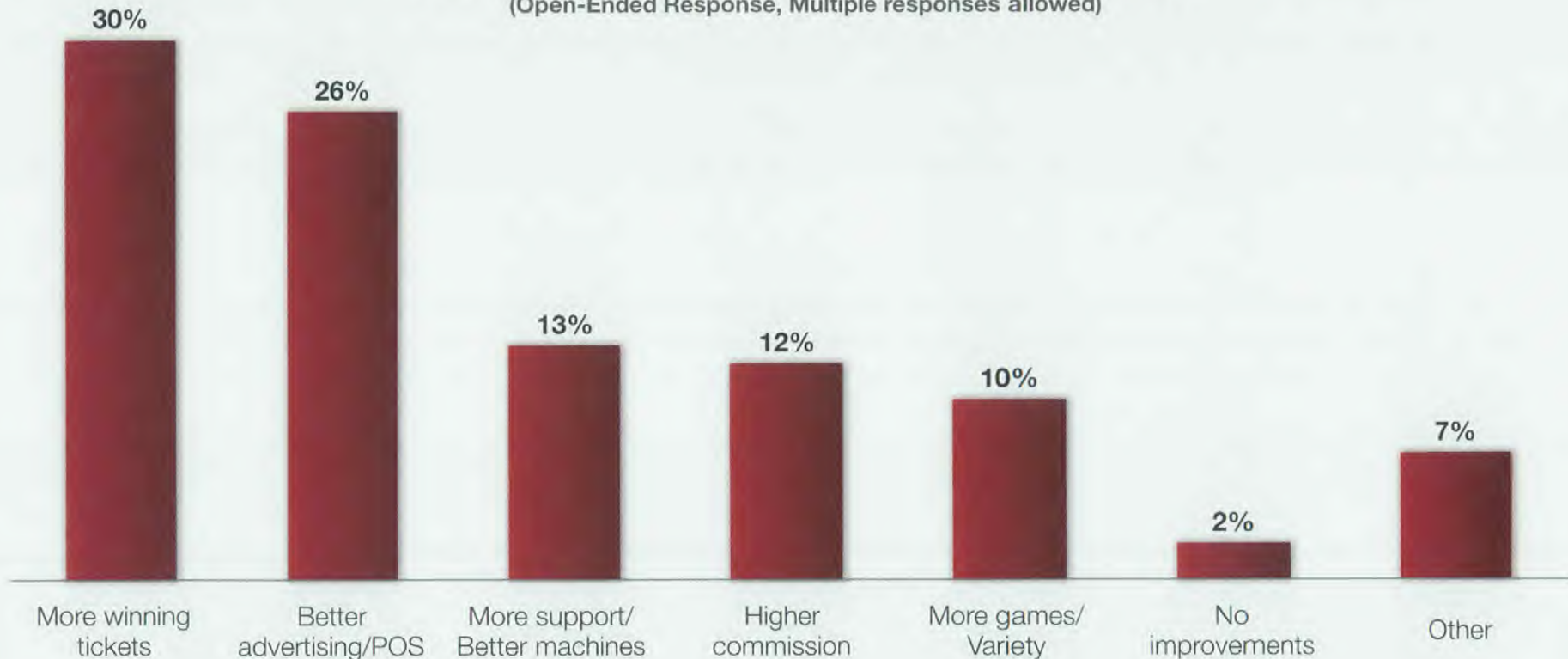
**What is the worst thing about being a Lottery agent?**  
(Open-Ended Response)



# More winning tickets and better POS and advertising top agents list of wants

What is the most important thing that the Massachusetts Lottery could do to help you increase your Lottery sales and profitability?

(Open-Ended Response, Multiple responses allowed)





## In their own words....

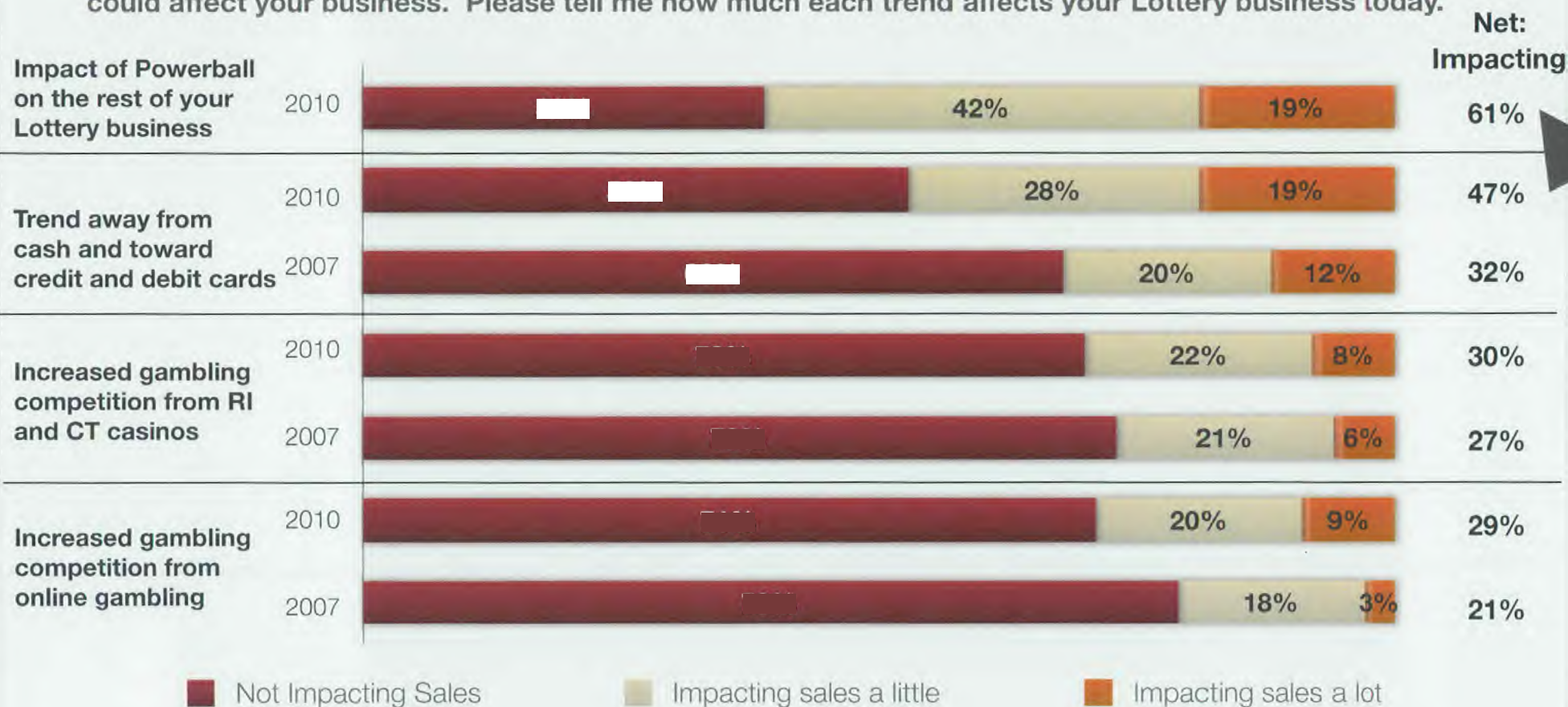
**What is the most important thing that the Massachusetts Lottery could do to help you increase your Lottery sales and profitability?**





# Credit and debit card use a growing concern

The following four questions focus on trends in the business, retail and political environment that could affect your business. Please tell me how much each trend affects your Lottery business today.





# Convenience stores most affected by trends

## Trend away from cash and toward credit and debit cards

Overall

48%

C. stores (n=106)

57%

Bars/Restaurants (n=19)

53%

Package stores (n=50)

44%

Gas Stations (n=43)

40%

## Increased gambling competition from RI and CT casinos

Overall

30%

C. stores (n=106)

43%

Bars/Restaurants (n=19)

38%

Package stores (n=50)

20%

Gas Stations (n=43)

19%

## Increased gambling competition from online gambling

Overall

29%

C. stores (n=106)

35%

Bars/Restaurants (n=19)

25%

Package stores (n=50)

22%

Gas Stations (n=43)

37%

■ Net: Impacting sales





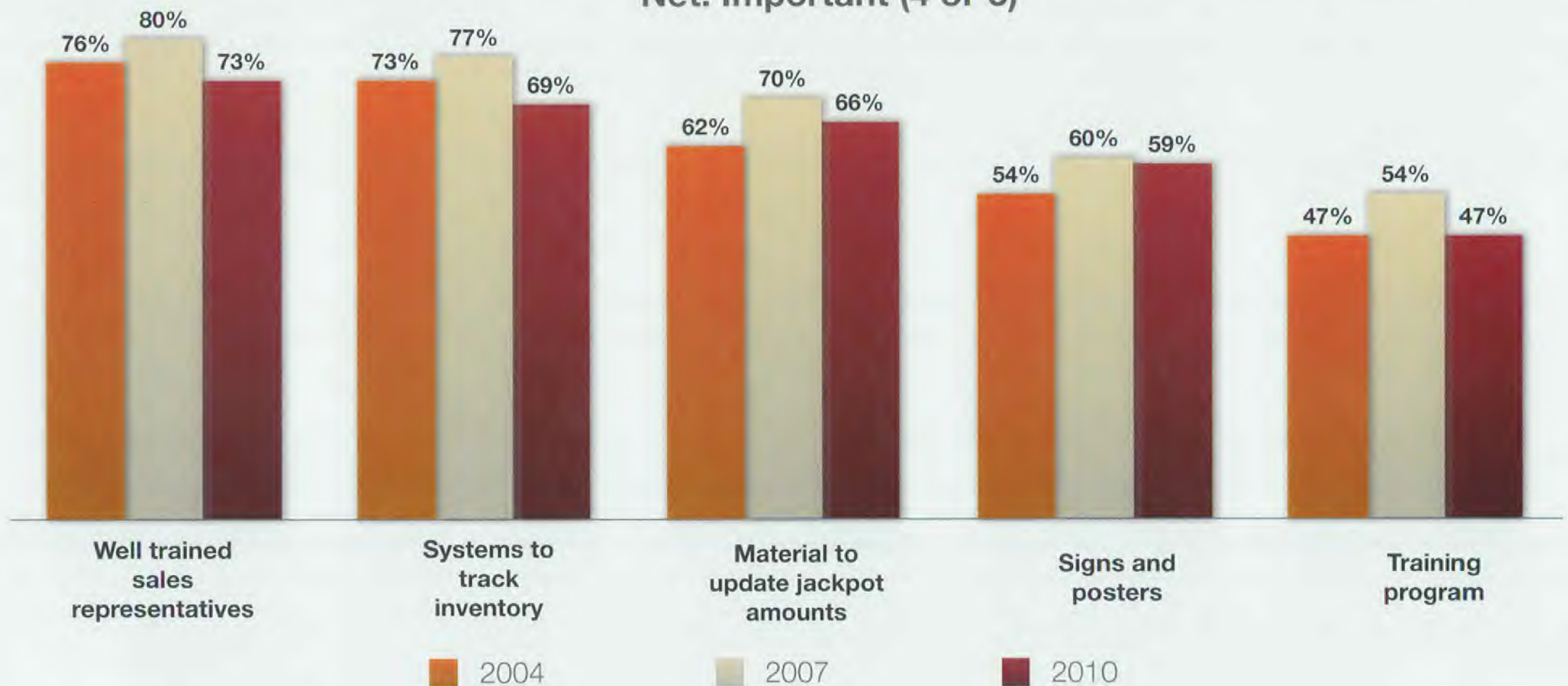
## 4. Factors of Success





# Sales representatives still most important element for agents

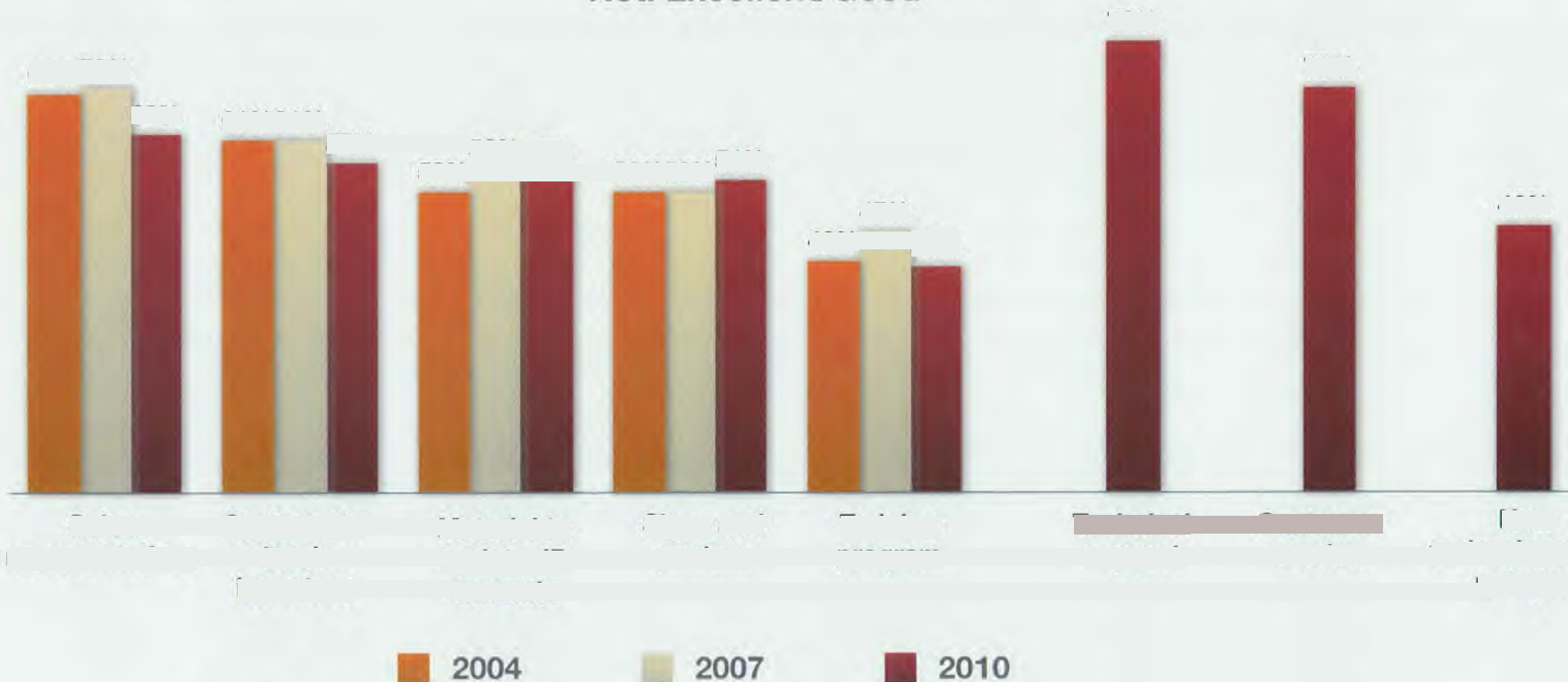
For each of the following, please tell me how important the element is to you and your business on a scale from 1 to 5 where 1 is not at all important and 5 is very important, Net: Important (4 or 5)



# Ratings of sales reps. down slightly since '07

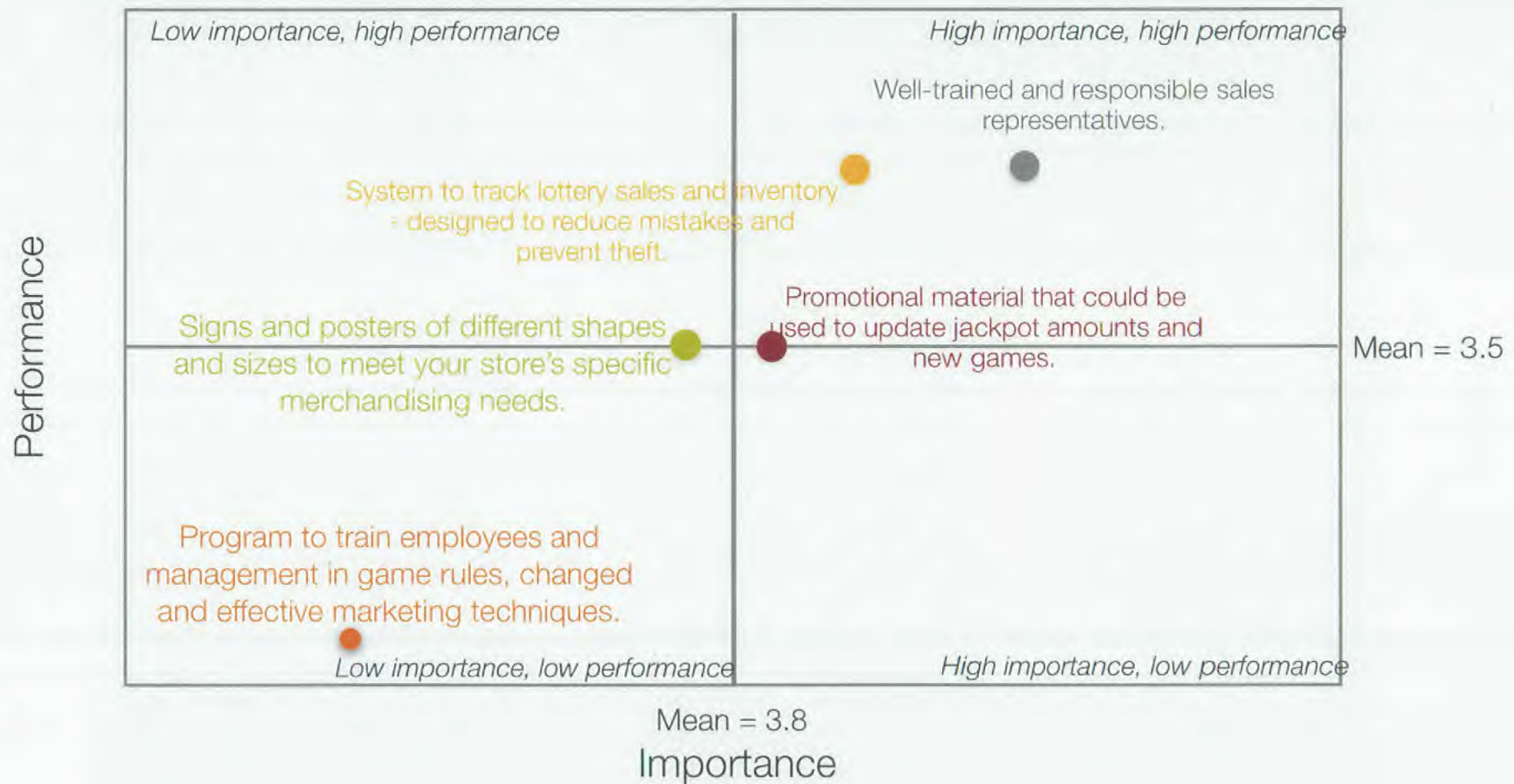
How would you rate the performance of the Massachusetts Lottery on each of the following elements - using a scale from 1 to 5 where 1 is poor and 5 is excellent.

Net: Excellent/Good



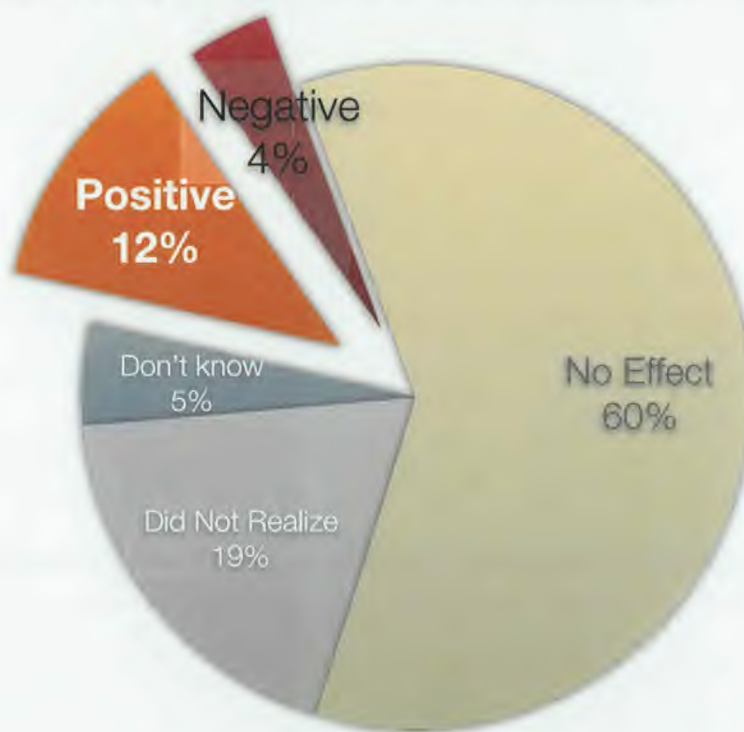


# Lottery continues to perform best on most important factors



# Most agents say notepads have no had no effect thus far

You may have noticed that last year all of the Lottery's Sales Representatives received notepad computers and began using them for ordering tickets, and showing marketing materials among other things. Can you please tell me, what affect, if any, the new notepad computer has had on your interactions with your Lottery Sales Representative?







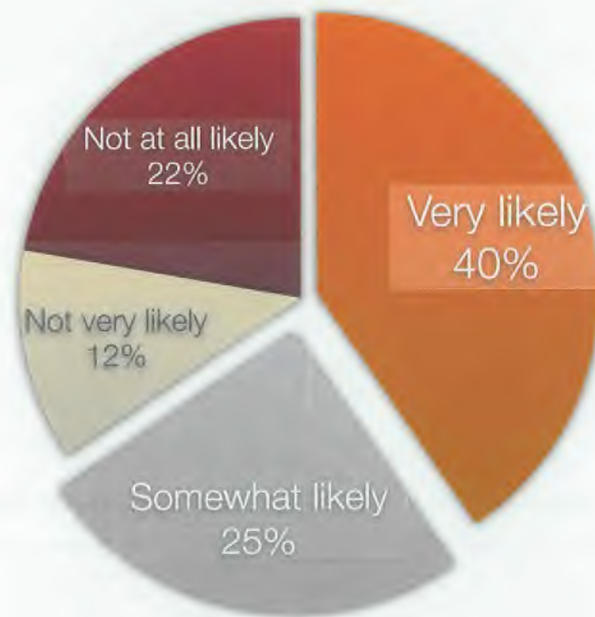
## 5. Agent Web Portal





# Most agents are eager to use the Web 2.0 community

There has been some discussion at the Lottery about finding ways to modernize the way in which the Lottery, its executives, sales people and agents communicate. One of the new ideas being proposed is to create a private Lottery agent website community ... Based on what you know about this concept, how likely is it that you would log on to the site and try it?



Convenience stores	74%
Package stores	70%
Gas stations	63%
Bars/Restaurants	59%



# Interest in website features still strong

How likely are you to use the new website to do each of the following?  
Net: Likely



# Most Populous “Nations”



Population:  
1,333,050,000

Leader:  
Wen Jiabao



Population:  
1,169,130,000

Leader:  
Manmohan Singh

**facebook**

Population:  
400,000,000+

Leader:  
Mark Zuckerberg



Population:  
300,000,000+

Leader:  
Barack Obama





# Where Facebook is #1



Indonesia  
Pop: 229,965,000



Malaysia  
Pop: 28,310,000



Philippines  
Pop: 91,983,000



Singapore  
Pop: 4,987,600

# Where Facebook is #1



U.S.A.  
309,029,000



France  
65,447,374



U.K.  
62,041,708



Italy  
60,231,214



Canada  
34,063,000



Turkey  
72,561,312



Australia  
22,300,000



Argentina  
40,134,425



Belgium  
10,827,519



Colombia  
46,100,050



South Africa  
49,320,000



Egypt  
77,420,000



Venezuela  
26,814,843



Chile  
17,031,873



Sweden  
9,340,682



Switzerland  
7,782,900



Austria  
8,356,707



Bangladesh  
162,221,000



Greece  
11,306,183



Nigeria  
154,729,000



Czech Republic  
10,506,813



Norway  
4,858,200



Spain  
45,989,016



Hong Kong  
7,055,071





# Where Facebook is #3-5



Germany  
Pop: 81,757,600



Thailand  
Pop: 63,525,062



Saudi Arabia  
Pop: 28,686,633



Taiwan  
Pop: 23,119,772



India  
Pop: 1,179,322,000



Pakistan  
Pop: 169,189,000



Mexico  
Pop: 111,211,789

**Facebook is a  
Top 5 site for  
49% of the  
world's Internet  
population.**



# 18 Lotteries Currently Maintain Facebook Pages

## Top 10 Lotteries on Facebook

Rank	Lottery	Facebook Page	Facebook Page
1	Florida Lottery	Florida Lottery	Florida Lottery
2	Florida Lottery	Florida Lottery	Florida Lottery
3	Florida Lottery	Florida Lottery	Florida Lottery
4	Florida Lottery	Florida Lottery	Florida Lottery
5	Florida Lottery	Florida Lottery	Florida Lottery
6	Florida Lottery	Florida Lottery	Florida Lottery
7	Florida Lottery	Florida Lottery	Florida Lottery
8	Florida Lottery	Florida Lottery	Florida Lottery
9	Florida Lottery	Florida Lottery	Florida Lottery
10	Florida Lottery	Florida Lottery	Florida Lottery



# Best Practice Case #1 - Montana

facebook

Montana Lottery

Wall Info 10 Spot Boxes Events Photos

Montana Lottery Twin Scratch winners! \$600 & \$10,000. Go to <http://bit.ly/tpwin> for stories. Tickets from Town Pump Belgrade & Great Falls ShopKo. Congrats!

Eugene Testing <http://testing.superprgm.shop.clickbank.net>

Montana Lottery Mega Millions Tuesday! Get in by 8 pm tonight for the \$19 million jackpot. Add Megaplier and when you win, your prizes multiply. Good Luck!

Montana Lottery A Fantasy Racing prize for the May 8 race was claimed: \$612.60 for Second Prize on a ticket from Dapper D's in Helena! Congratulations!

Montana Lottery The Fantasy Racing Roster is available for the Dover 400 on May 16. Go to <http://bit.ly/bhnd09> and get in before 10:59 am Sunday. Good Luck!

3,567 People Like This

Winning #1's for PowerBall, Mega Millions, Montana Cash, Wild Card and Hot Lotto.

- ▶ Montana has by far the best number of fans per capita of any state lottery on Facebook. To put its 3,567 Fans into perspective, if Massachusetts had the same ratio of population to fans, it would have close to 24,000 Facebook fans.
- ▶ The page is linked directly to the Montana Lottery Twitter account, and regularly updates the content of the main page.
- ▶ In addition to the Twitter updates, the page features picture of winners, and has a tone that expresses a personality.



# Best Practice Case #2 - The New York Lottery's "Sweet Million"

The screenshot shows the Facebook profile of the 'Sweet Million - New York Lottery'. The page has a blue header with the Facebook logo and the page name. Below the header, there are tabs for 'Wall', 'Info', 'How To Play', 'Drawing Sch...', 'Video', and 'Photos'. The 'Wall' tab is selected, showing a list of posts. The first post is a congratulatory message to Valerie Delli, an orthodontic technician from Corning, NY, who won a Sweet Million. The post includes a photo of a giraffe and a link to 'Click below to play with us'. Below the post, there are buttons for 'Add to My Page's Favorites' and 'Suggest to Friends'. The second post is a general announcement about the game, stating that it's the user's best chance to win a million from NY Lottery for just a buck. The third post is a reminder to play every Monday and Thursday in February, when a FREE Sweet Million Quick Pick is given. The fourth post is another reminder to play every Monday and Thursday in February, when a FREE Sweet Million Quick Pick is given. The page also has a 'Like' button and a 'Share' button.

- ▶ The New York Lottery created a page for its "Sweet Million" game that regularly updates on winners and promotes the game generally.
- ▶ The page has over 2,500 fans, and is still growing.
- ▶ Posts featuring pictures of winners get the most feedback, with some posts getting more than 60 combined comments and "likes"



# Best Practice Case #3 - The Georgia Lottery

**facebook** Search

**Georgia Lottery Corporation** Like

Wall Info Photos Boxes Events Video

Georgia Lottery Corporation - Others [Redacted] Just Others

**Georgia Lottery Corporation** Congratulations to Laura Jordan, one of our Facebook fans who announced her \$10,000 Maximum Green instant-win on FB earlier this week! Watch this clip of her prize claim at Georgia Lottery HQ!

**\$10,000 Maximum Green Winner**  
www.georgialottery.com  
Laura Jordan of Winemore announced a \$10,000 Maximum Green instant-win prize at Georgia Lottery HQ. The lucky woman will have one hour to accept her prize and claim her winnings.

Play 1 of 3 Videos: "Snap"

Like 16 people view this

View all 13 comments

**Alexis C. Thompson** Congrats Laura!  
Mon 5:41 PM · Like · Tag

**Sandra Williams Jones** @Laura Compstall!!  
Mon 5:41 PM · Like

**Georgia Lottery Corporation** Tune in to your local lottery draw station tonight following the CASH 3 drawing at 6:59pm ET for the latest Maximum Green \$10,000 extra chance winners to be announced! 10 lucky winners are drawn on the first Thursday of each month from all the Maximum Green non-winning tickets entered the previous month. If you miss ...  
See More

**6,847 People Like This**

Jenna Carroll, Catherine Yule-Robertson, Kevin Smith, Michelle Watson-Bowell, Christine Her-Robertson, Cindy Riggs-Nawak

Photos

- ▶ The Georgia Lottery, with over 6,800 fans is the second most popular Lottery page on Facebook, trailing only California, and has the most fans per capita of any of large state.
- ▶ The page promotes upcoming events and drawings and highlights winners.
- ▶ Of particular note is that the page will highlight it and post video when Facebook fans also claim winning tickets, and give those fans congratulations.

John Della Volpe

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[Facebook.com/socialsphere](https://www.facebook.com/socialsphere)

[Twitter.com/socialsphere](https://twitter.com/socialsphere)

[socialsphere.com](http://socialsphere.com)



# The Massachusetts Lottery

Annual Tracking Survey & Brand Assessment

Presented By:  
John Della Volpe  
SocialSphere, Inc.

May 18, 2010







## Key Findings

MASSACHUSETTS-BAY  
myself and Successors  
Note the Sum of

and Eighty three,  
to be paid annually.





# Overview and Methodology

- ▶ Between February 14th and February 24, 2010, SocialSphere used Internet-based sampling to interview n=1,000 Massachusetts residents about their perceptions of the Massachusetts Lottery and their play levels.
- ▶ This survey is part of a series of tracking surveys that began in 2004 with telephone-based interviews of Massachusetts residents. In 2008, the survey switched to using an online-based sampling methodology.
- ▶ The survey benchmarks attitudes about both general perceptions and attributes associated with playing the Massachusetts Lottery as well as questions about perceptions of the Massachusetts Lottery as an institution.
- ▶ Additionally, the survey tracks the play level by various games in order to understand how players are changing their playing habits.
- ▶ The final section of this presentation includes best practices from other lotteries for Facebook.



## Key Findings

1. Overall favorability of the Massachusetts State Lottery rebounded to 2008 levels. **Net favorability went from +32% in 2008 to +20% in 2009, and is back at +33%** in 2010. While other institutions in the state (Treasurer's Office, State Legislature, State Government) saw their favorability improve over 2009, none saw a rebound as dramatic as the Lottery's.
2. For weekly and monthly players -- the attributes that were the most significant drivers of increased play were: **innovative, honest and trustworthy**.
3. For lighter players -- most important attributes linked to sales were: **makes a good gift, innovative, trustworthy, easy to play and fun**.
4. Overall, factors associated with the how the Lottery is run - innovative, **well-managed, honest and trustworthy** saw the biggest improvements of all Lottery factors tested.
5. **Reported spending among weekly players remained relatively stable.** They report a per-capita yearly spend of \$978, with exactly half of that coming from instant tickets.



## Key Findings

6. Age continues to be a predictor of Lottery play. Massachusetts residents less than 35 are about half as likely to play on weekly basis than those between 35 and 55.
7. Players continue to adapt to and adopt new technologies. **In 2008, 27% of adult residents surveyed were on some form of a social network. In 2010, that increased to 59%.**
8. **One-third of players (33%) report they would be at least “somewhat likely” to play a music themed instant ticket**, with particular interest from women (40%) and those under the age of 45 (42%)
9. A similar number of players **(36%) report they would be at least “somewhat likely” to play a game with a savings backed concept**, with similar groups (women, those under 45) most likely to play.
10. In addition to Lottery players continuing to adopt social networks, lotteries are beginning to create presences on Social Frameworks, with **almost half of all lotteries maintaining active Facebook pages with thousands of members.**





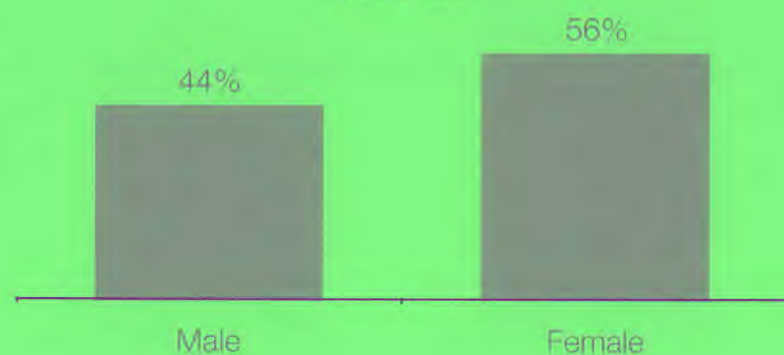
## Profile of the Sample



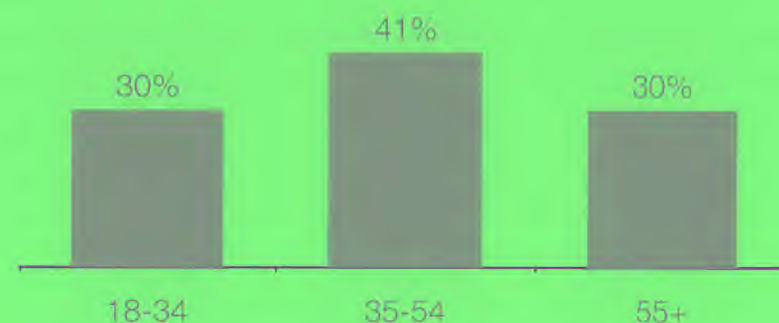


# Profile of Sample/Demographics

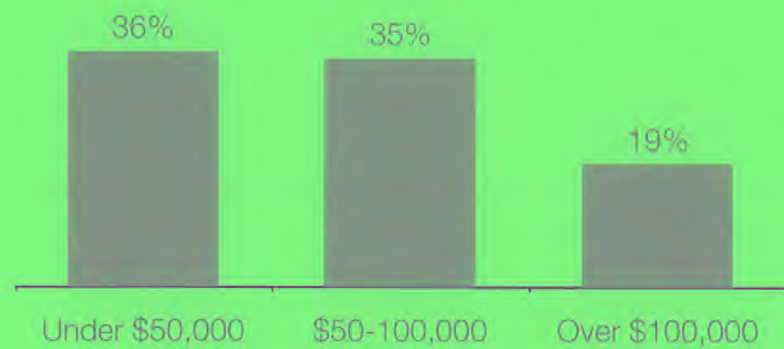
**Gender**



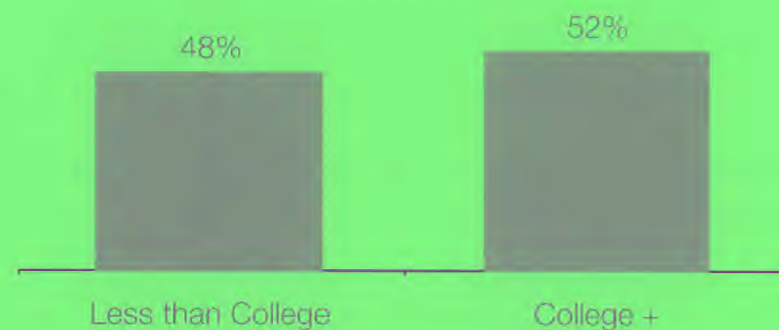
**Age**



**Income**

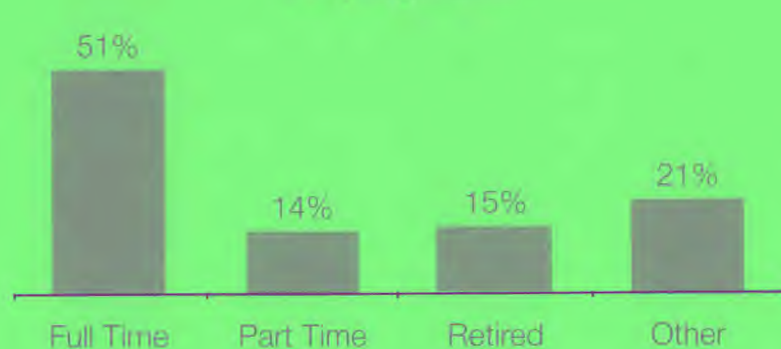


**Education**

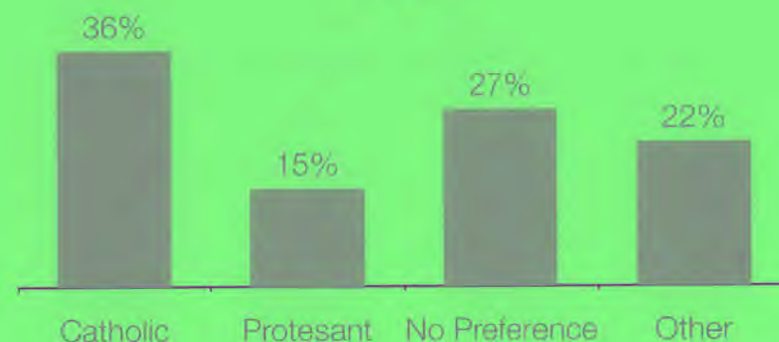


# Profile of Sample/Demographics

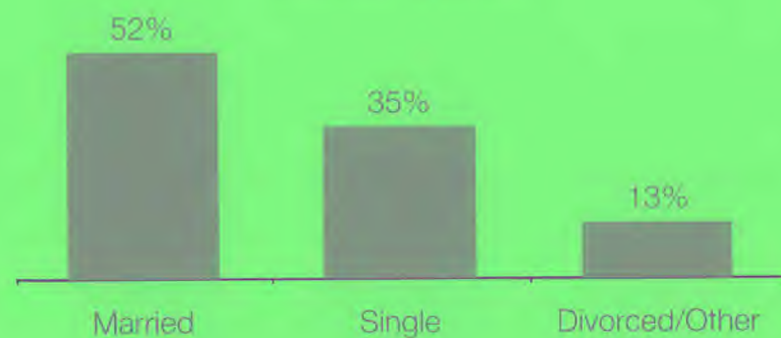
**Employment**



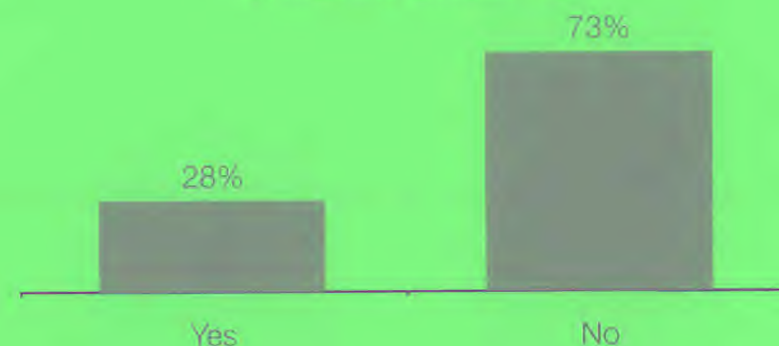
**Religion**



**Marital Status**



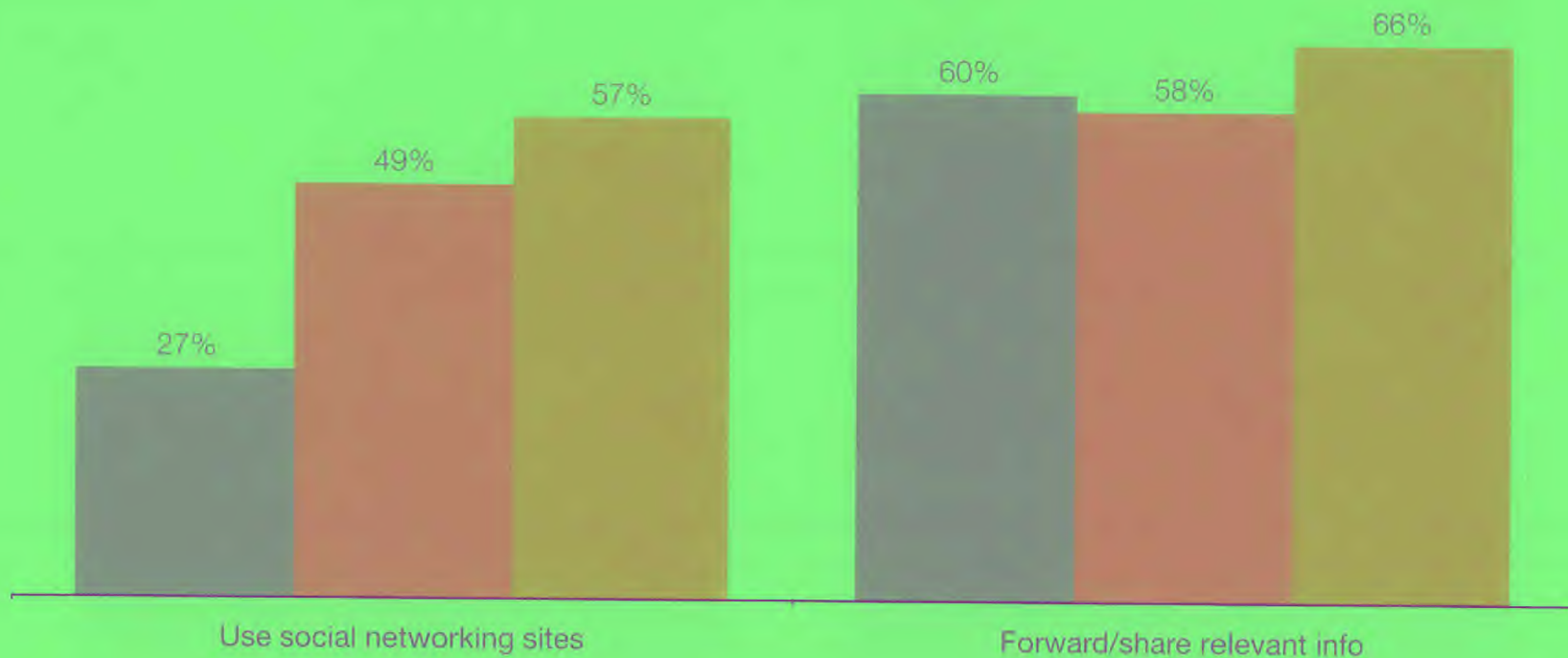
**Children Under 18**



# Profile of Sample/Technographics

■ 2008  
■ 2009  
■ 2010

**% who engage on "Regular Basis"**

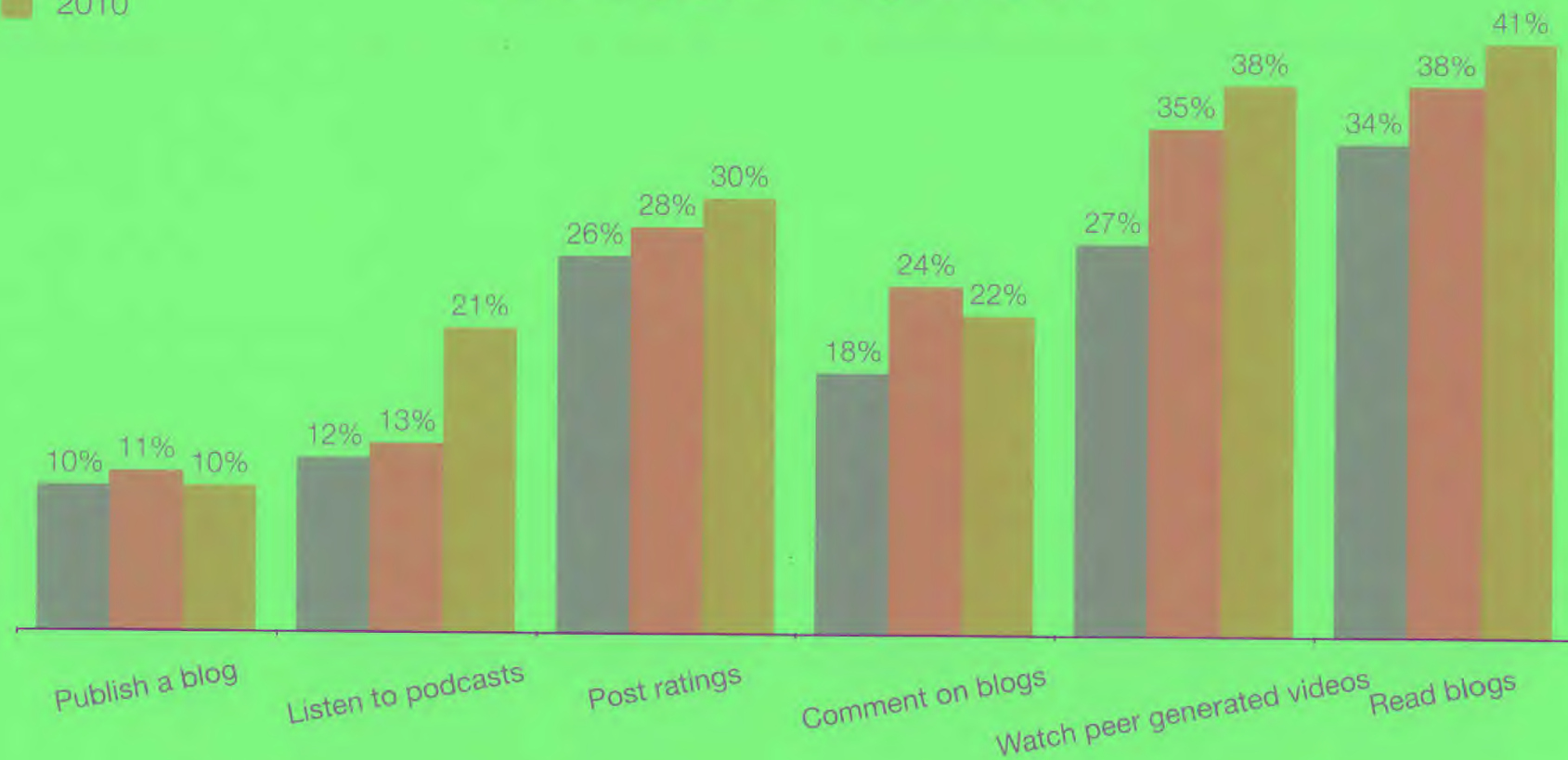




# Profile of Sample/Technographics

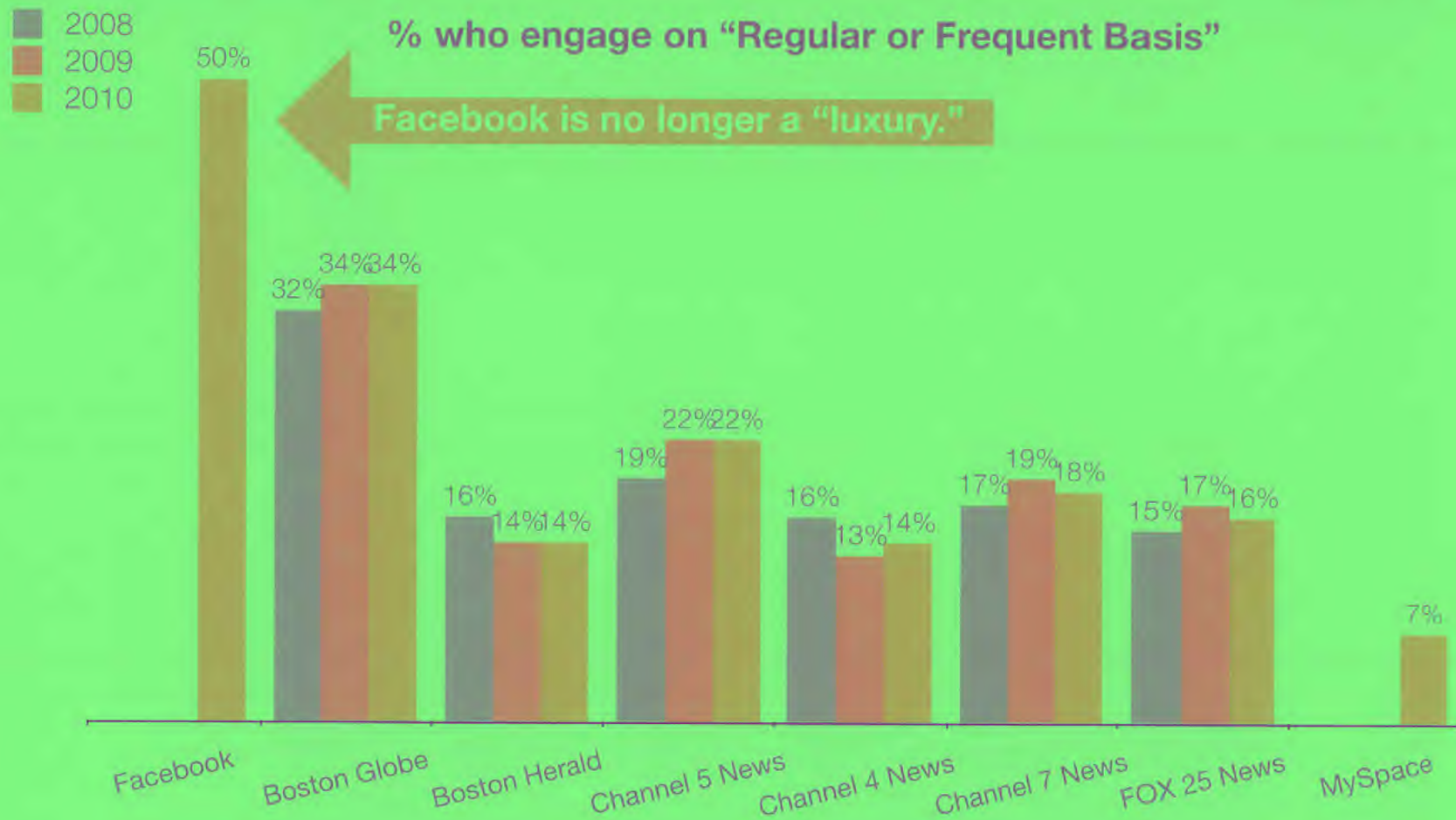
2008  
2009  
2010

% who engage on "Regular Basis"





# Profile of Sample/Media Consumption





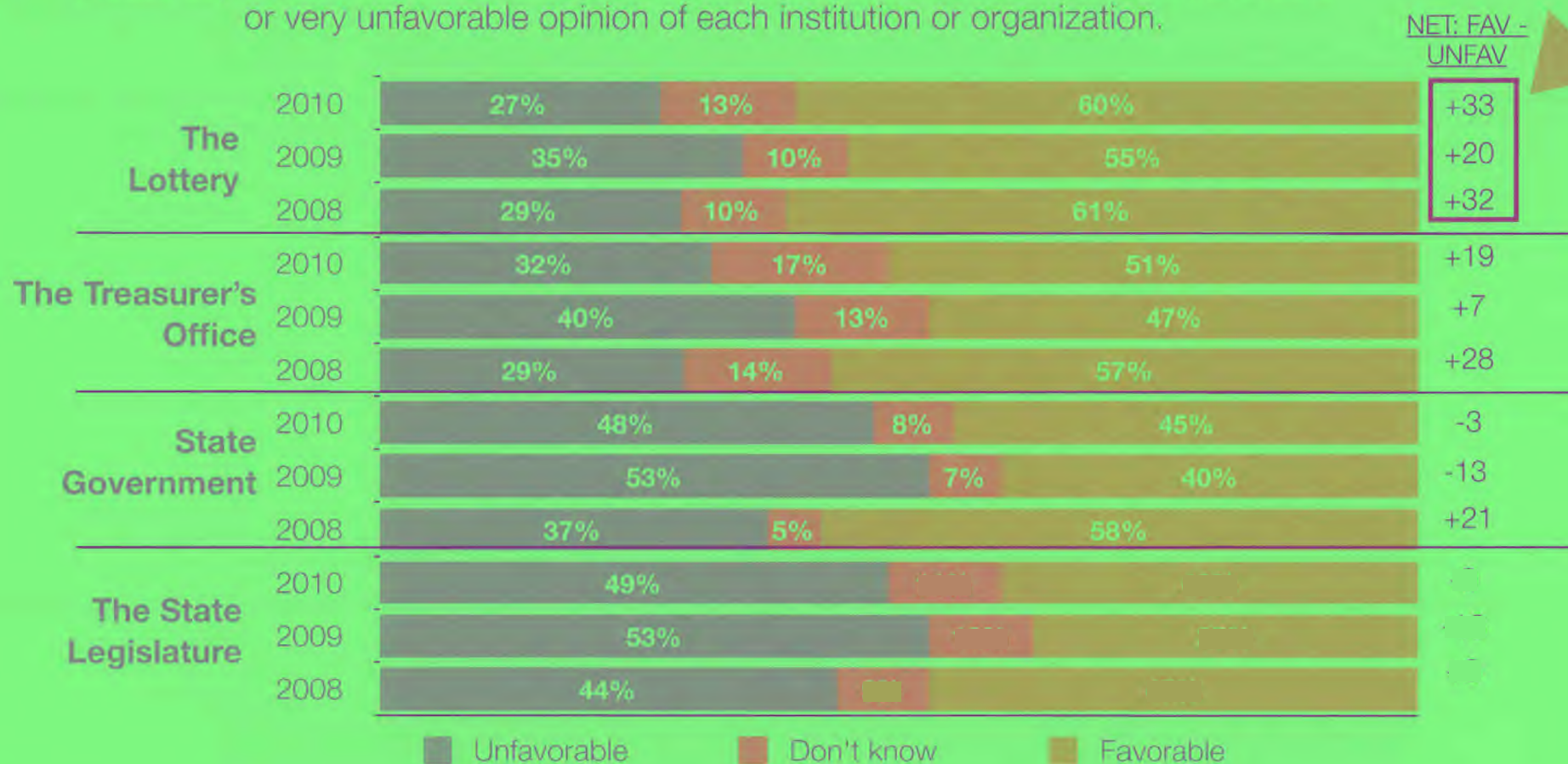
## Mood of the Commonwealth





# Opinions of Government Institutions Improve, Lottery Rebounds to '08 Level

Please say if you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of each institution or organization.



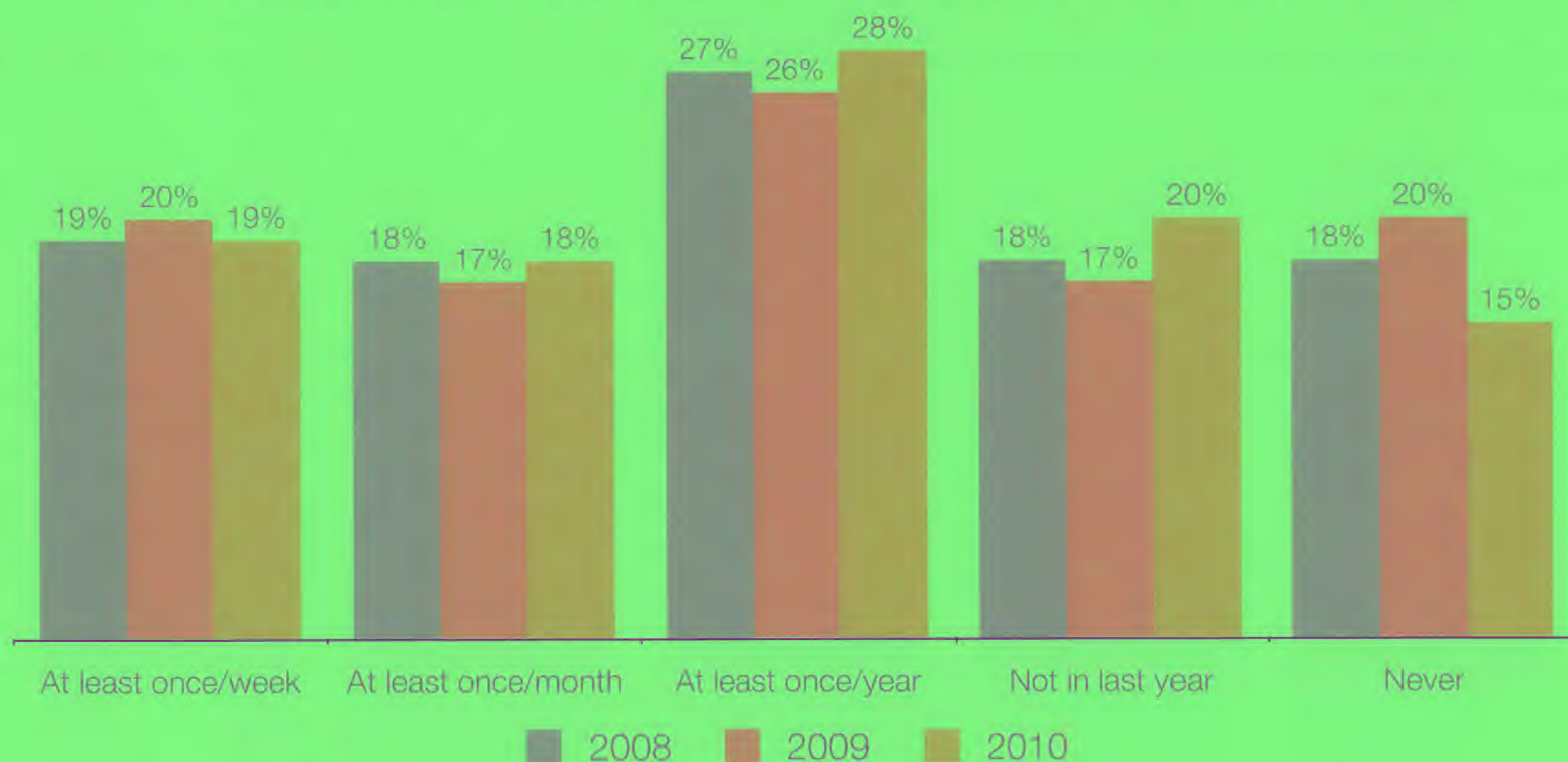
## Where Our Players Are





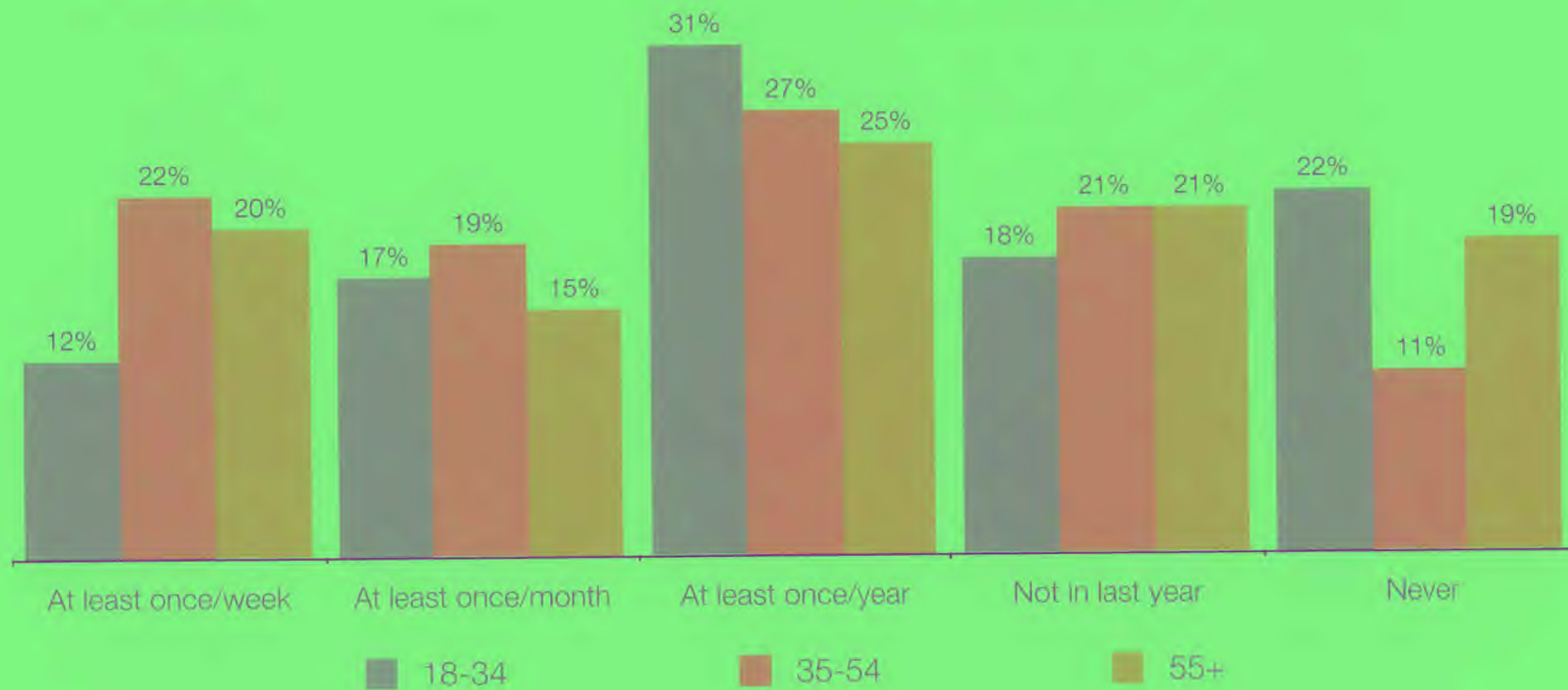
# While About the Same Number of People are Playing ...

Thinking about the Lottery, which of the following best describes your behavior?



# [Nearly 70% of 34-55 Year-Olds Played the Lottery at Least Once in Last Year]

Thinking about the Lottery, which of the following best describes your behavior?  
- By Age Group -

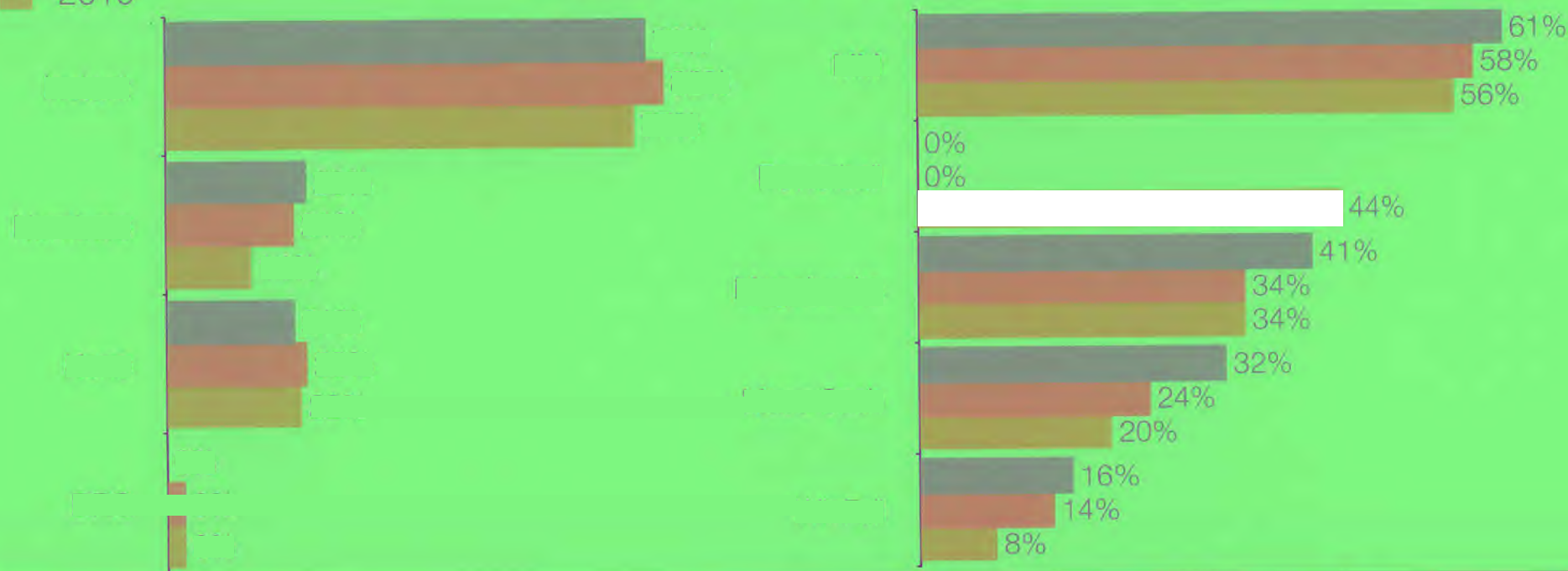




# Our "Regular" Players Tell Us That They Are Playing Less Often Than Recent Past ...

2008  
2009  
2010

Which of the following Lottery games do you play in a typical month?  
- Weekly and Monthly Players -



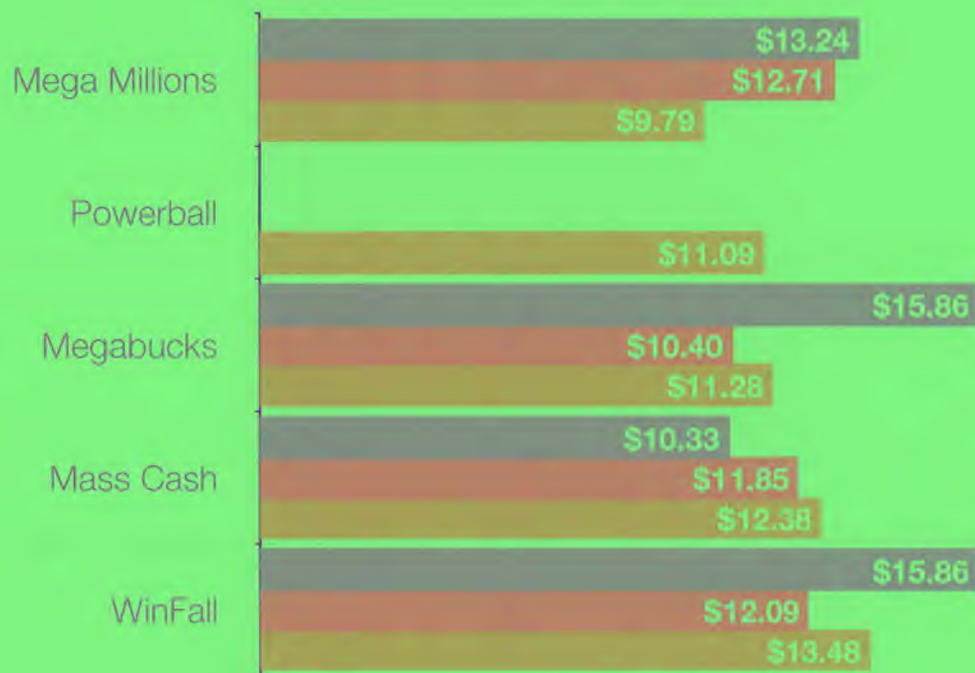
# of Casino Visits Among Same Group:

2008: 61% attended, AVG 3.2 visits. 2009: 59% attended, AVG 2.7 visits. 2010: 59% attended, AVG 2.8 visits.

# And Report That They Are Spending Less Money In Many Categories

2008  
2009  
2010

In a typical month, how much do you spend on...  
- Weekly and Monthly players -







# Player Profiles



# Weekly Players Profile



## Player Demographics

Instant		
Female	46%	Female
Male	54%	Male
18-34	29%	20%
35-44		
45-54		
55+		
High School or less		
Some college		
College degree +	52%	34%
Less than college	48%	66%

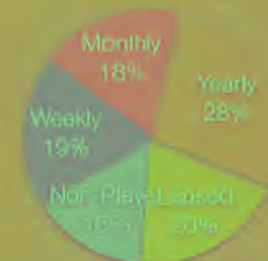
Which of the following Lottery games do you play in a typical month?



- ▶ Weekly Players have an average **Total Reported Monthly Spend of \$81.58**, and a **Total Reported Yearly Spend of \$979.01**, exactly half of which is spent on instant tickets.
- ▶ **26% are Herald readers**, compared to 14% of all residents.
- ▶ **49% visit Facebook** regularly; **40% visit MassLottery.com** at least weekly.

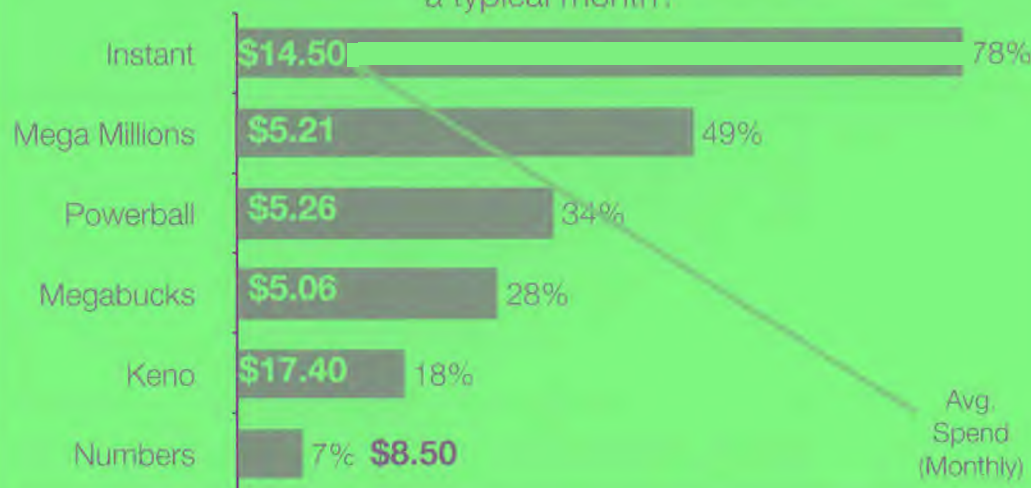


# Monthly Players Profile

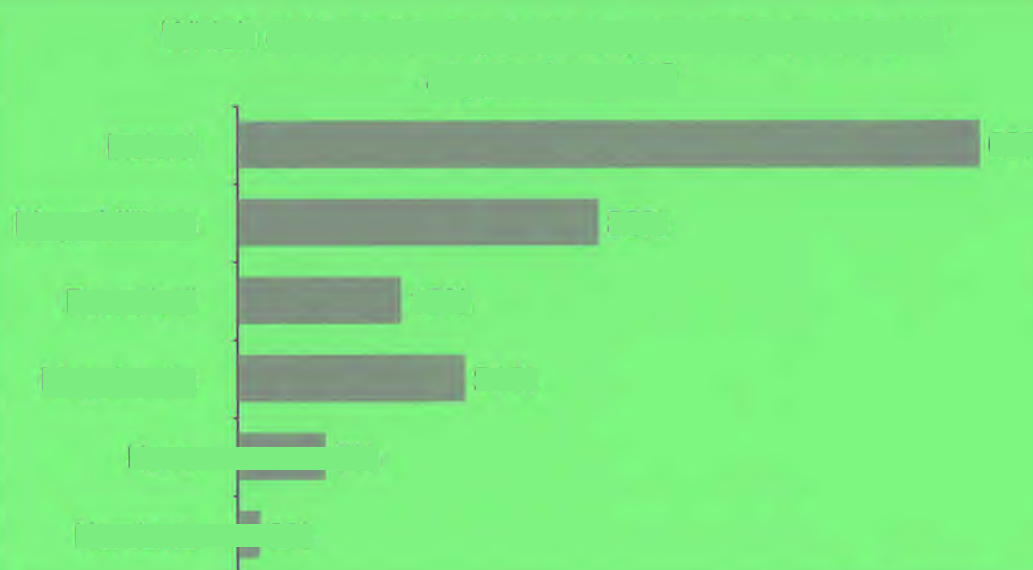


	All Residents	Monthly Players
<b>Gender</b>		
Male	46%	45%
Female	54%	55%
<b>Age</b>		
18-34	28%	30%
35-54	43%	44%
55+	30%	26%
<b>Education</b>		
High School or less	39%	39%
Some College	25%	25%
College Graduate	36%	36%
Postgraduate	0%	0%
<b>Income</b>		
\$10,000 or less	25%	25%
\$10,000 - \$14,999	25%	25%
\$15,000 - \$24,999	25%	25%
\$25,000 or more	25%	25%

Which of the following Lottery games do you play in a typical month?



- ▶ Monthly Players have an average **Total Reported Monthly Spend of \$20.80**, and a **Total Reported Yearly Spend of \$250**, 54% of which is spent on Instant tickets.
- ▶ **23% regularly watch FOX-25 for their news**, compared to 16% all residents.
- ▶ **36% visit Boston.com** on a regular basis, compared to just 23% of Weekly players who do the same.



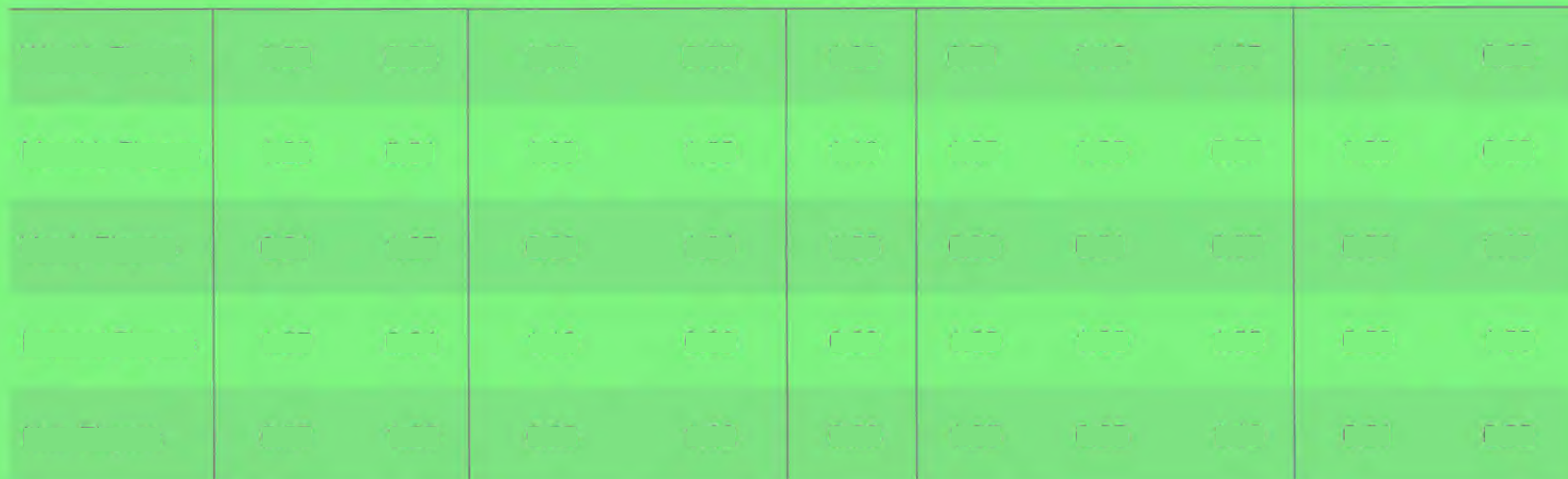


# Weekly Players More Likely to be Older, Catholic, *Herald* Readers



## Index

(Percentage of Players of A Given Play Level, Divided By Percentage of All Residents)





## Lottery Attributes

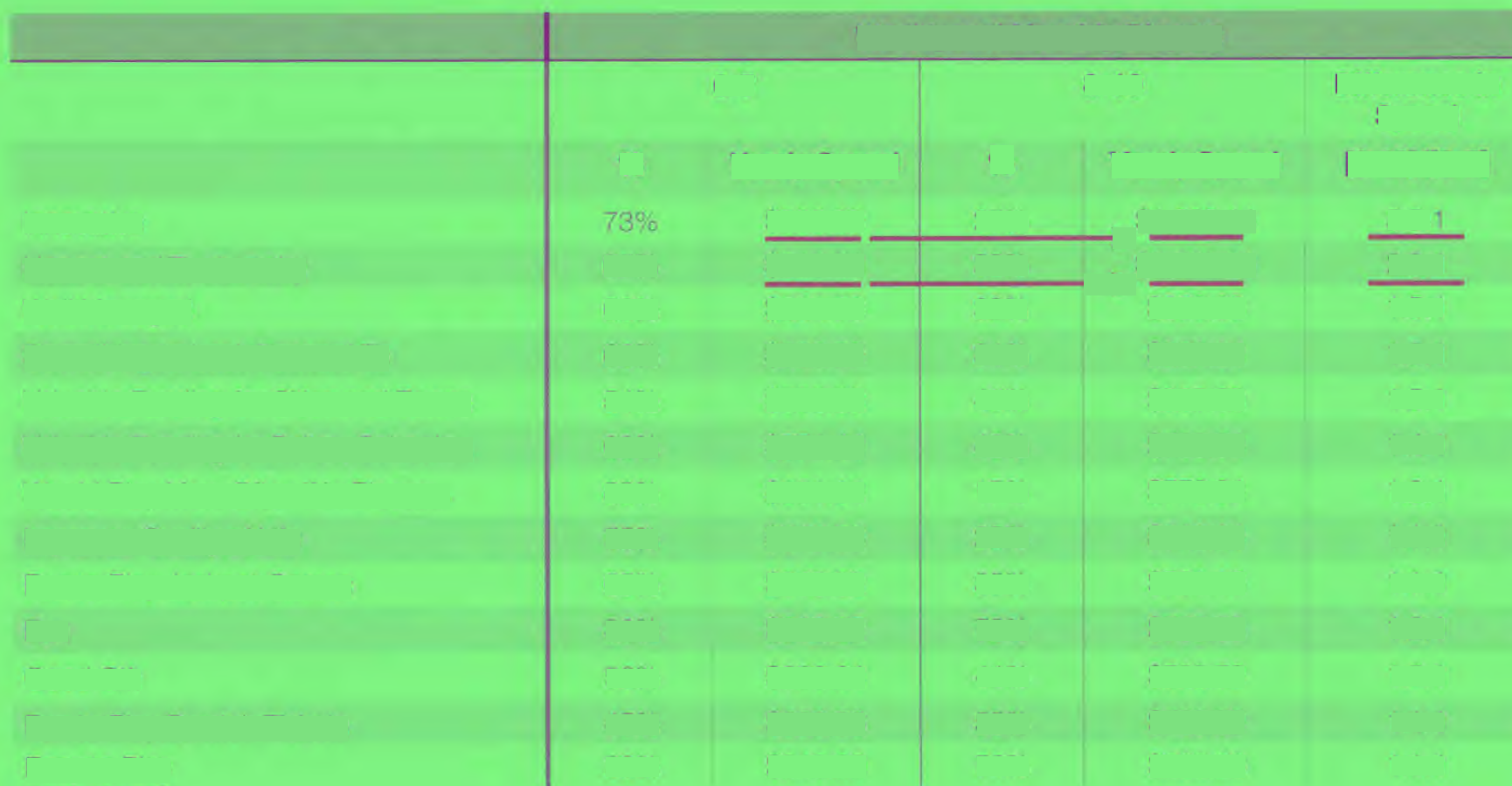


## Lottery Attributes - Overview

- ▶ In order to assess how various aspects of the Lottery, residents were asked to rate the Lottery on 13 different attributes.
- ▶ Residents were asked to use a 0 to 10 scale, where 0 means "Completely Disagree" and 10 means "Completely Agree."
- ▶ Attributes tested fell into three categories: Attributes associated with the playing the Lottery (ie, "The Lottery is fun"), attributes associated with how the Lottery is managed (ie, "The Lottery is honest and trustworthy"), and attributes associated with the Lottery and the community (ie, "The Lottery provides valuable funding to cities and towns.")
- ▶ After an initial assessment of these attributes, SocialSphere analyzed the impact of various attributes on the yearly spend of various player types. By comparing the average yearly spend of players that rated the attributes 8-10 versus those who rated the attribute 0-7, an assessment is made of which attributes are the most important drivers of sales.



# Innovation & Trustworthiness Are Biggest Drivers for “Regular” Player Spend





# Innovation, Access and Gifting Are Biggest Drivers for “Yearly/Lapsed” Player Spend

	Yearly/Lapsed Player Spend				
	Rank	Spent	%	Spent	Spent
Innovation	1	100%	100%	100%	100%
Access	2	90%	90%	90%	90%
Gifting	3	80%	80%	80%	80%
Referrals	4	70%	70%	70%	70%
Partnerships	5	60%	60%	60%	60%
Events	6	50%	50%	50%	50%
Marketing	7	40%	40%	40%	40%
Community	8	30%	30%	30%	30%
Partnerships	9	20%	20%	20%	20%
Referrals	10	10%	10%	10%	10%
Events	11	5%	5%	5%	5%
Marketing	12	5%	5%	5%	5%
Community	13	5%	5%	5%	5%
Partnerships	14	5%	5%	5%	5%
Referrals	15	5%	5%	5%	5%

# Regression Analysis Confirms Topline Findings on Spending Drivers

- ▶ Using a multivariate regression that have the most impact on topline spending also are the most important drivers of sales.

## Top Drivers For Weekly/Monthly Players

- ▶ The Lottery is innovative
- ▶ The Lottery is honest and trustworthy

## Top Drivers For Yearly/Lapsed Players

- ▶ The Lottery makes a good gift
- ▶ The Lottery is innovative
- ▶ The Lottery is honest and trustworthy
- ▶ The Lottery is easy to play
- ▶ The Lottery is fun

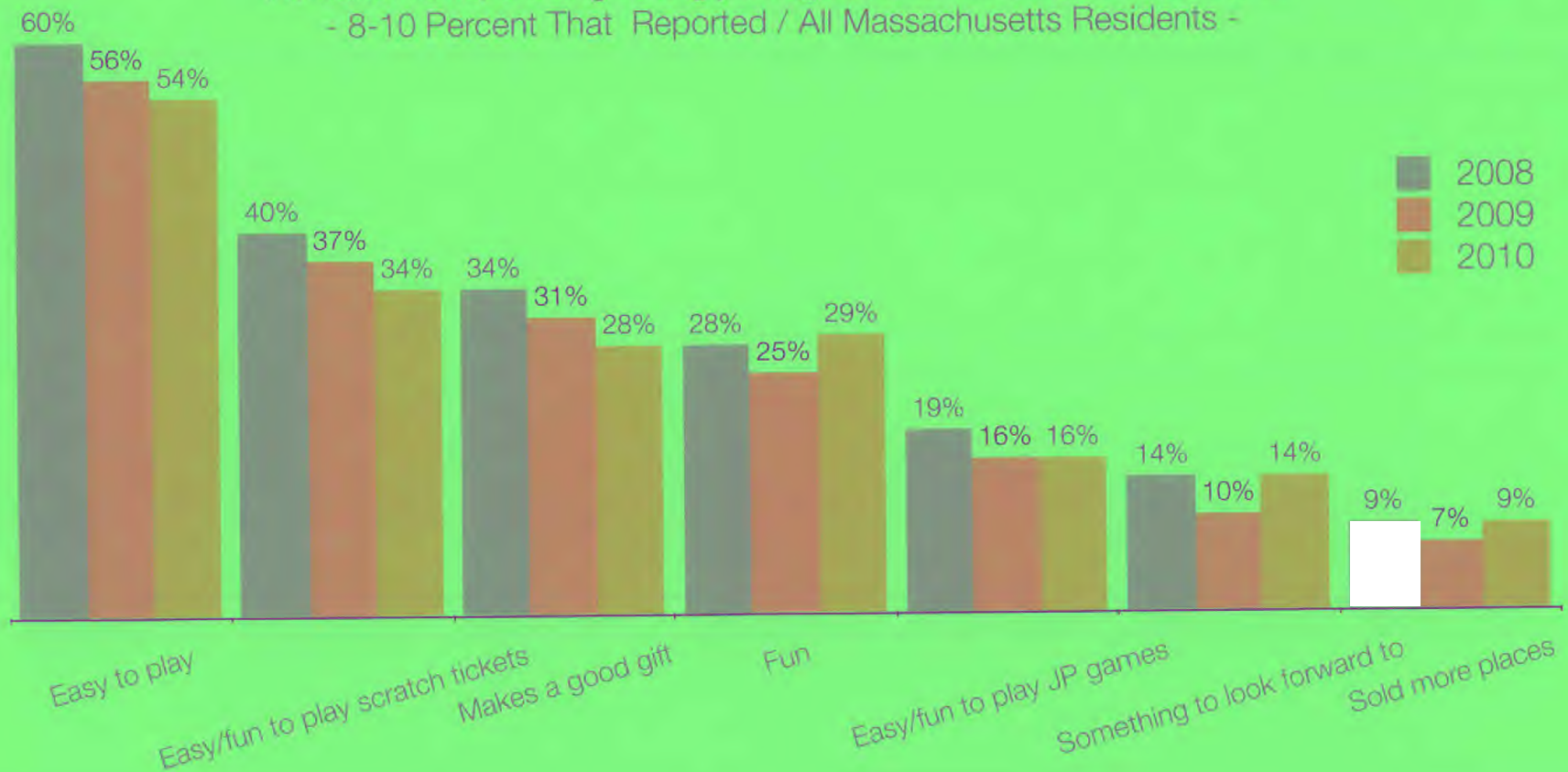




# Lottery Play Attributes Relatively Stable, Though "Fun" Rebounds to '08 Level

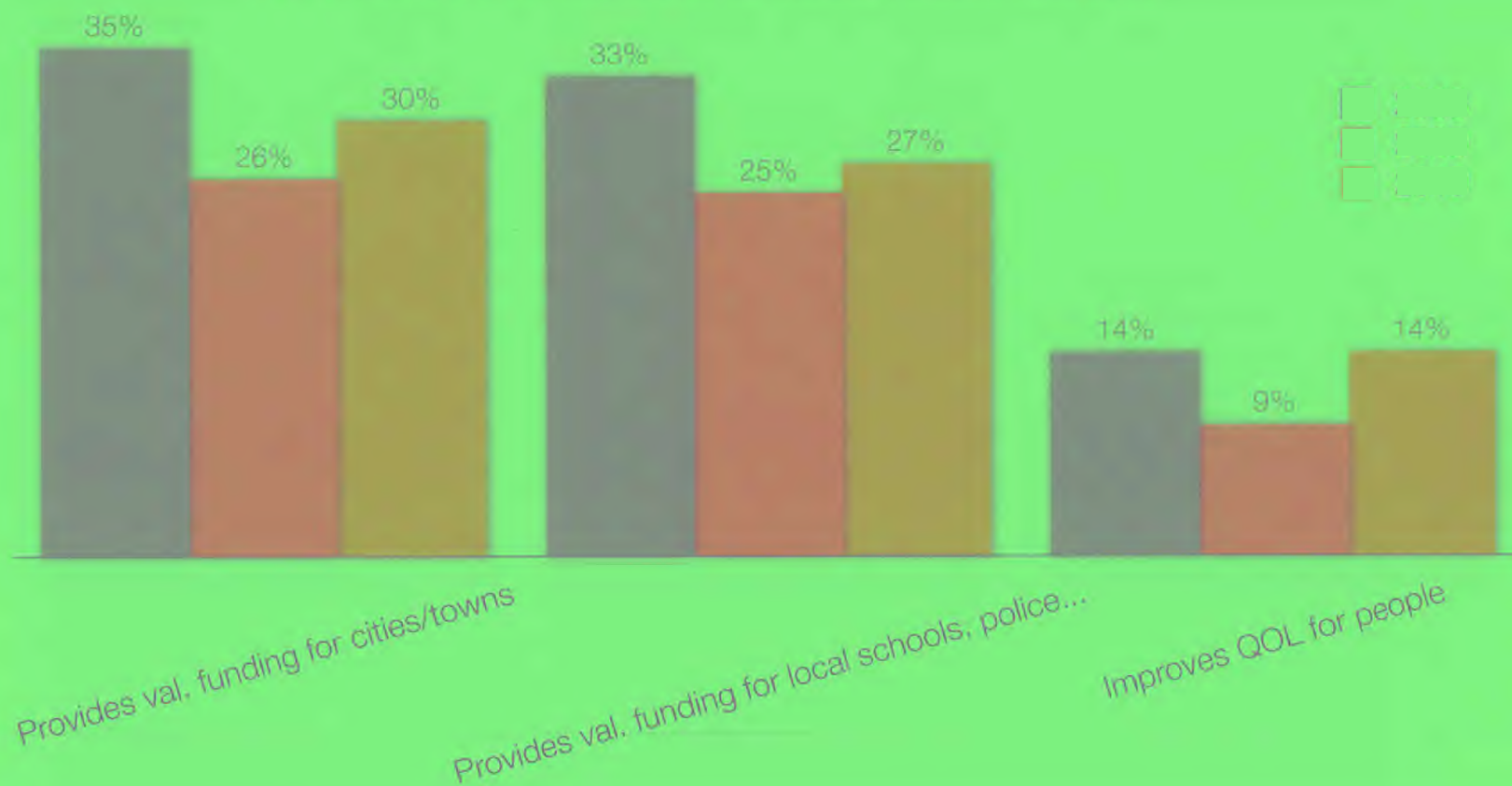
For each statement, please rate on a 0-10 scale whether you agree or disagree with the statements, 0 being strongly disagree, and 10 being strongly agree.

- 8-10 Percent That Reported / All Massachusetts Residents -



# “Permission” Messages Even More Important in Difficult Economic Times

For each statement, please rate on a 0-10 scale whether you agree or disagree with the statements, 0 being strongly disagree, and 10 being strongly agree.  
- 8-10 Percent That Reported / All Massachusetts Residents -

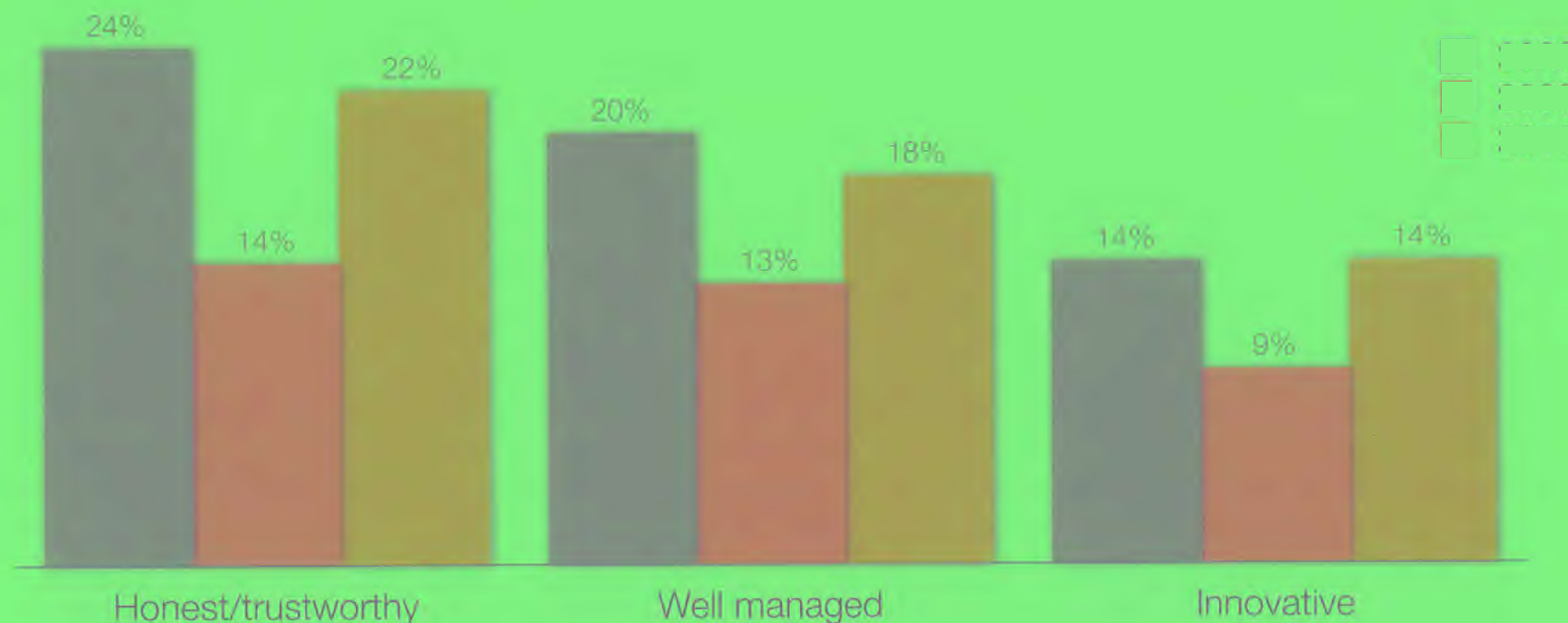




# Favorability of the Lottery as an Institution Rises Across the Board

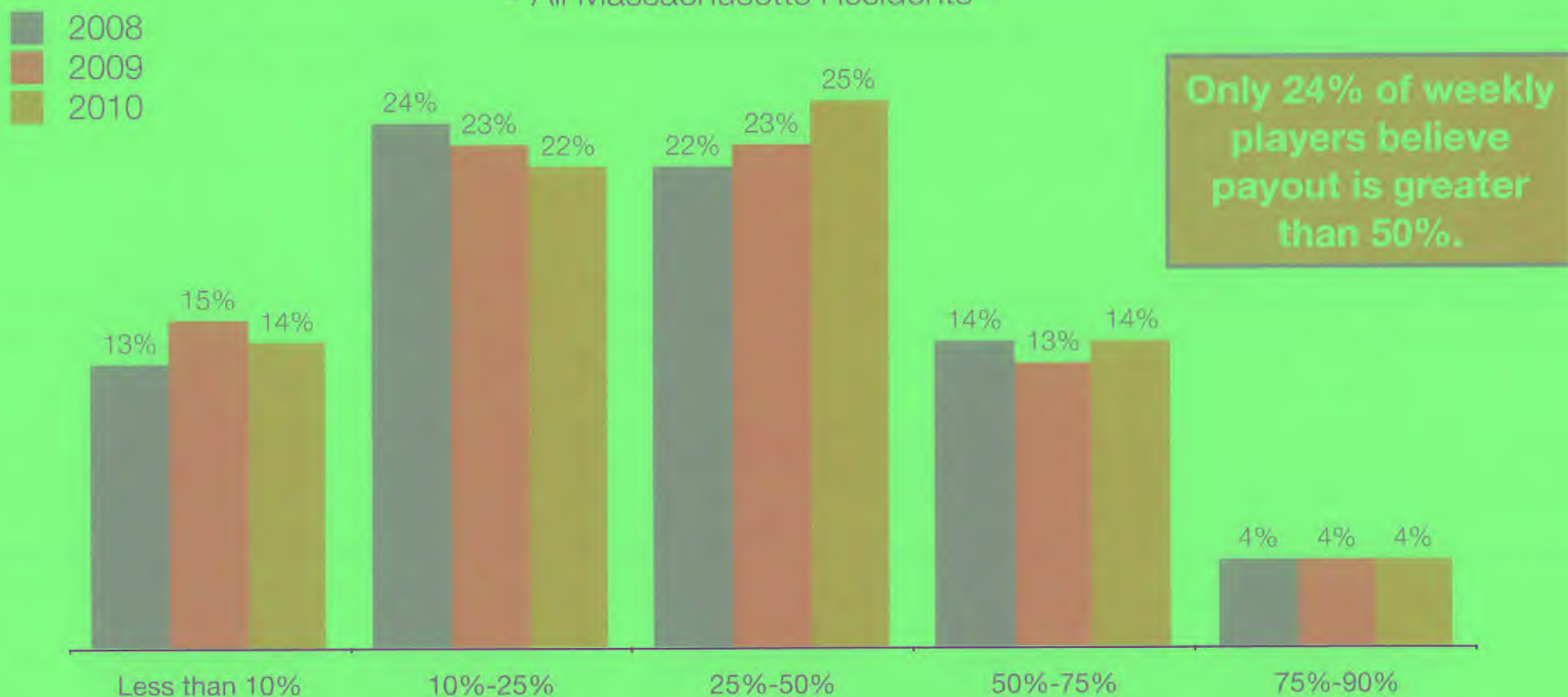
For each statement, please rate on a 0-10 scale whether you agree or disagree with the statements, 0 being strongly disagree, and 10 being strongly agree.

- 8-10 Percent That Reported / All Massachusetts Residents -



# Residents Largely Unaware of Payout

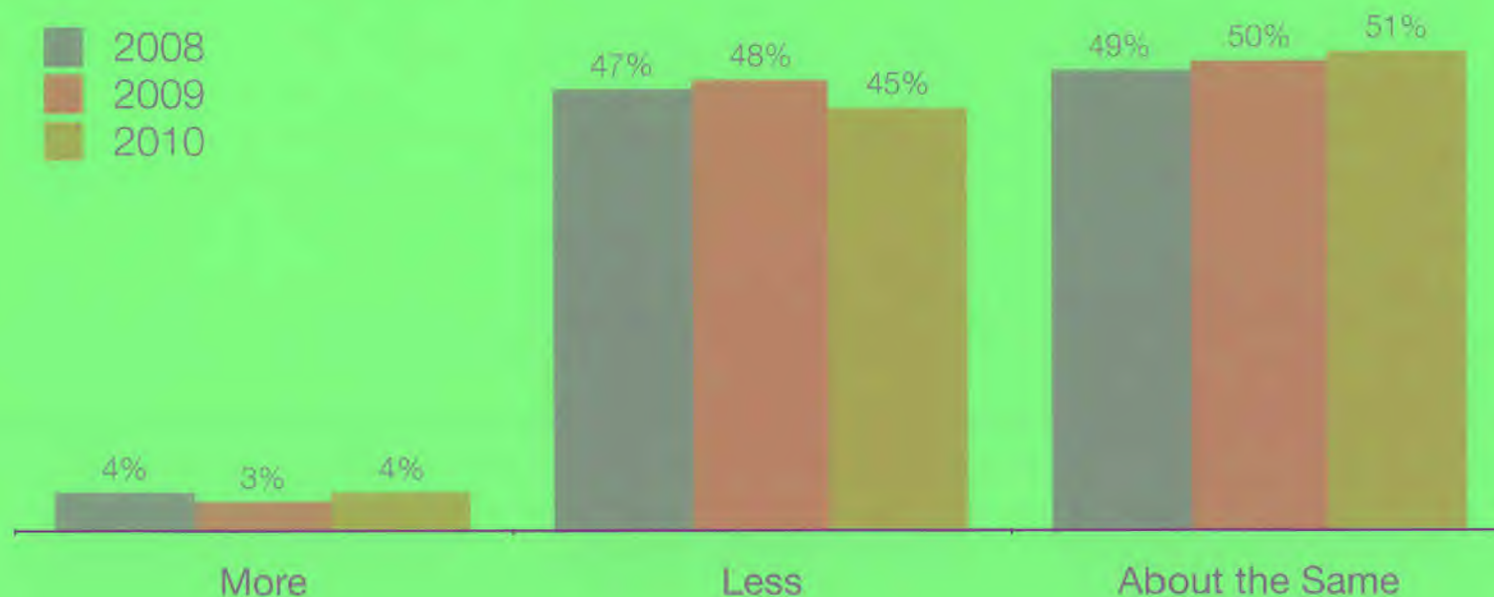
What is your best guess at the percentage of Lottery revenue that is paid back to players in winning prizes?  
- All Massachusetts Residents -





# Perceptions of Winning Remains Unchanged

Compared with your past experience, do you feel that you personally are winning more, winning less or winning about the same on the Lottery as you have in the past?  
- Weekly, Monthly, Yearly Players -





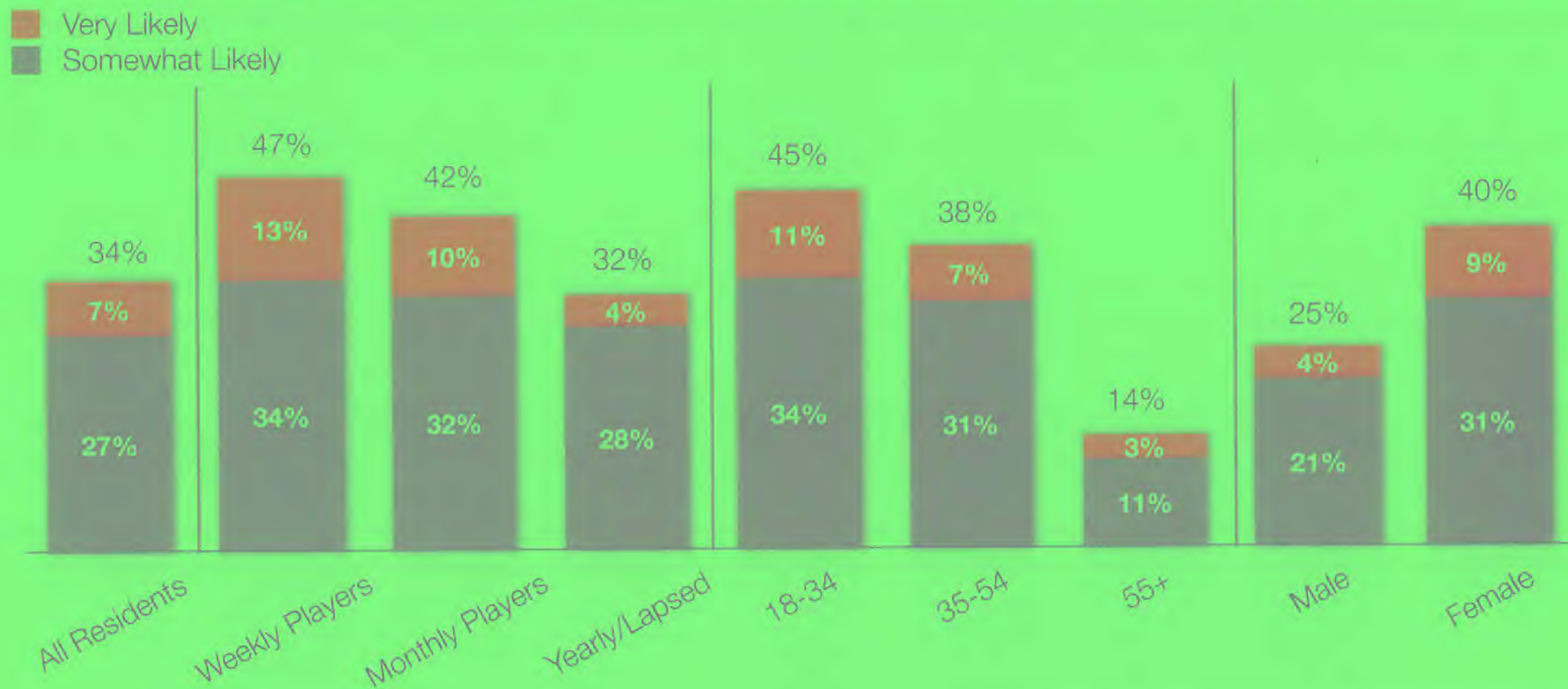


## New Concepts



# \$5 Music Ticket Has Appeal to Younger and “Regular” Lottery Audiences

Concept A is music-themed \$5 scratch ticket where in addition to traditional cash prizes from \$1 million down, you will have the chance to download free songs, win concert tickets and VIP access to some of the hottest acts in music today. Based on what you know at this point, how likely are you to buy this ticket?

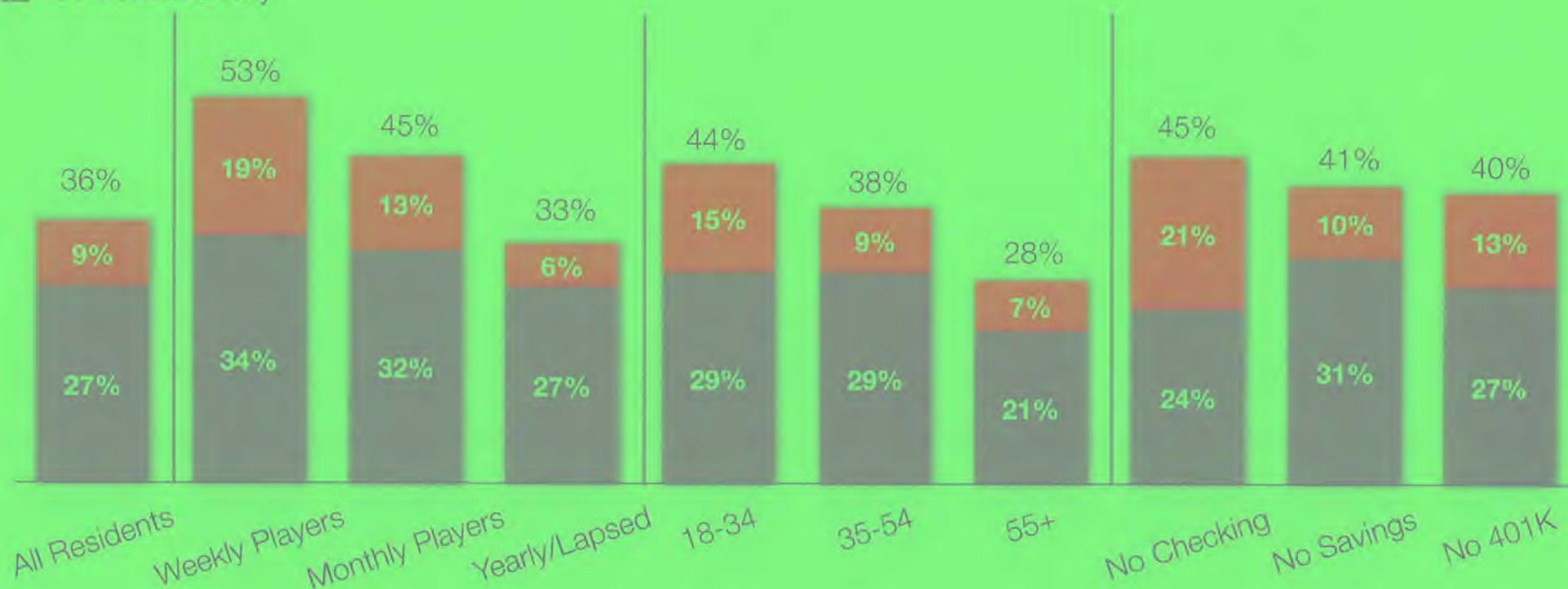




# Approximately 2-in-5 Residents with No Checking or Savings Open to New Concept

Concept B is a \$20 scratch ticket where \$5 is automatically deposited into your savings account with a local bank. The remaining \$15 plays like a traditional Massachusetts scratch ticket – with \$1 million top prizes and hundreds of thousands of other prizes as well. Based on what you know at this point, how likely are you to buy this ticket?

Very Likely  
Somewhat Likely

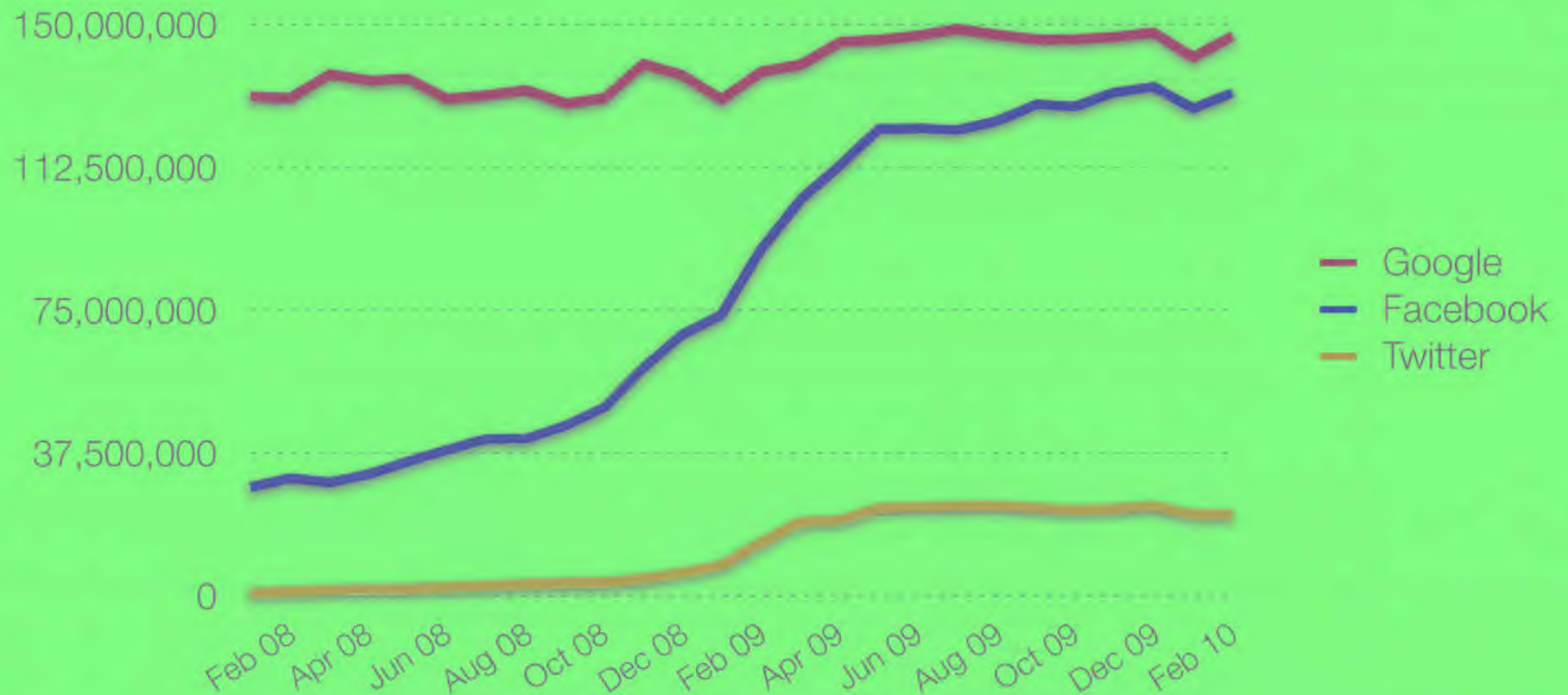




# Lotteries and Facebook



# Unique U.S. Visitors



compete.com



# Most Populous “Nations”



Population:  
1,333,050,000

Leader:  
Wen Jiabao



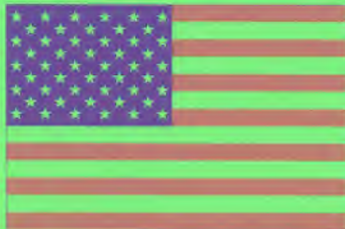
Population:  
1,169,130,000

Leader:  
Manmohan Singh

**facebook**

Population:  
400,000,000+

Leader:  
Mark Zuckerberg

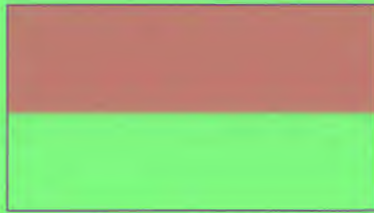


Population:  
300,000,000+

Leader:  
Barack Obama



# Where Facebook is #1



Indonesia  
Pop: 229,965,000



Malaysia  
Pop: 28,310,000



Philippines  
Pop: 91,983,000



Singapore  
Pop: 4,987,600



# Where Facebook is #1



U.S.A.  
309,029,000



France  
65,447,374



United Kingdom  
60,613,188



Italy  
60,613,188



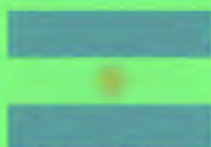
Canada  
33,492,249



Turkey  
73,845,621



Australia  
22,300,000



Argentina  
40,134,425



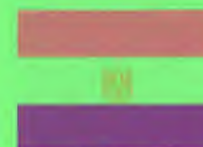
Brazil  
170,939,262



Russia  
142,682,768



South Korea  
45,708,982



Mexico  
112,336,392



Venezuela  
26,814,843



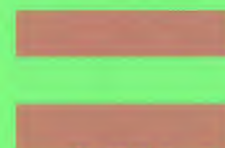
Chile  
17,031,873



Sweden  
9,340,682



Switzerland  
7,782,900



Austria  
8,356,707



Japan  
162,221,000



Greece  
11,306,183



Nigeria  
154,729,000



Czech Republic  
10,506,813



Norway  
4,858,200



Spain  
45,989,016

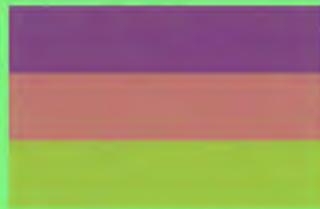


Hong Kong  
7,055,071

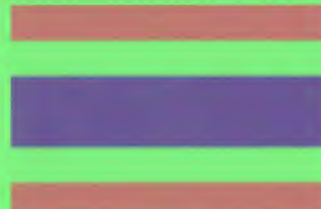




# Where Facebook is #3-5



Germany  
Pop: 81,757,600



Thailand  
Pop: 63,525,062



Saudi Arabia  
Pop: 28,686,633



Taiwan  
Pop: 23,119,772



India  
Pop: 1,179,322,000



Pakistan  
Pop: 169,189,000



Mexico  
Pop: 111,211,789

**Facebook is a  
Top 5 site for  
49% of the  
world's Internet  
population.**





# 18 Lotteries Currently Maintain Facebook Pages

## Top 10 Lotteries on Facebook

Lottery	Facebook Page	Facebook Page	Facebook Page
Florida Lottery	Florida Lottery	Florida Lottery	Florida Lottery
Florida Lottery	Florida Lottery	Florida Lottery	Florida Lottery
Florida Lottery	Florida Lottery	Florida Lottery	Florida Lottery
Florida Lottery	Florida Lottery	Florida Lottery	Florida Lottery
Florida Lottery	Florida Lottery	Florida Lottery	Florida Lottery
Florida Lottery	Florida Lottery	Florida Lottery	Florida Lottery
Florida Lottery	Florida Lottery	Florida Lottery	Florida Lottery
Florida Lottery	Florida Lottery	Florida Lottery	Florida Lottery
Florida Lottery	Florida Lottery	Florida Lottery	Florida Lottery
Florida Lottery	Florida Lottery	Florida Lottery	Florida Lottery



# Best Practice Case #1 - Montana

**facebook** Search

**Montana Lottery** Like

Wall Info 10 Spots Boxes Events Photos

**Montana Lottery** Two Scratch winners! \$600 & \$10,000. Go to <http://bit.ly/jcpvng> for stories. Tickets from Town Pump Belgrade & Great Falls ShopKo. Congrats!

2.8 minutes ago via TweetDeck

**Eugene** Testing <http://elesting.superprgm.hop.clickbank.net>

7 hours ago · Flag

**Montana Lottery** Mega Millions Tuesday! Get in by 8 pm tonight for the \$19 million jackpot. Add Megaplier and when you win, your prizes multiply. Good Luck!

Yesterday at 4:00pm via TweetDeck

2 people like this

**Montana Lottery** A Fantasy Racing prize for the May 8 race was claimed. \$632.60 for Second Prize on a ticket from Diaper D's in Helena! Congratulations!

1 hour ago via Facebook

3 people like this

**Montana Lottery** The Fantasy Racing Roster is available for the Dover 400 on May 16. Go to <http://bit.ly/blm0t9> and get in before 10:30 am Sunday. Good Luck!

Monday at 9:43pm via TweetDeck

4 people like this

3,567 People Like This

Chris Nakano Lynn Veltre Jennifer Howard (all)

Daniel Serrano Bill Wilson Bryan McCann (all)

Winning 7 Tickets for Powerball, Mega Millions, Montana Cash, Wild Card and Hot Lotto!

- ▶ Montana has by far the best number of fans per capita of any state lottery on Facebook. To put its 3,567 Fans into perspective, if Massachusetts had the same ratio of population to fans, it would have close to 24,000 Facebook fans.
- ▶ The page is linked directly to the Montana Lottery Twitter account, and regularly updates the content of the main page.
- ▶ In addition to the Twitter updates, the page features picture of winners, and has a tone that expresses a personality.



# Best Practice Case #2 - The New York Lottery's "Sweet Million"

facebook

Sweet Million - New York Lottery

Like

Wall Info How To Play Drawing Sch... Video Photos

Sweet Million - New York Lottery - Others

Just Others

Sweet Million - New York Lottery Congratulations Valerie Dell! The orthodontic technician from Corning, NY surprised her husband with the "best birthday present ever" when she won a Sweet Million!

Sweet Million - New York Lottery New York has another new Sweet Millionaire! The winning ticket was purchased in Corning, NY. Congratulations, and enjoy the sweet life.

Sweet Million - New York Lottery We're looking for the next Sweet Millionaire. Could it be you? Get a ticket for your chance to win.

Sweet Million - New York Lottery Don't forget! Every Monday and Thursday in February, when you buy \$5 of Sweet Million on one ticket, we'll throw in a FREE Sweet Million Quick Pick. Sweet.

Sweet Million - New York Lottery Don't forget! Every Monday and Thursday in February, when you buy \$5 of Sweet Million on one ticket, we'll throw in a FREE Sweet Million Quick Pick. Sweet.

Introducing Sweet Million

It's your best chance to win a million from NY Lottery for just a couple.

http://sweetmillion.com

©2009 New York Lottery. Please Play Responsibly. You must be 18 years or older to purchase a lottery ticket.

- ▶ The New York Lottery created a page for its "Sweet Million" game that regularly updates on winners and promotes the game generally.
- ▶ The page has over 2,500 fans, and is still growing.
- ▶ Posts featuring pictures of winners get the most feedback, with some posts getting more than 60 combined comments and "likes"



# Best Practice Case #3 - The Georgia Lottery

**facebook** Search

**Georgia Lottery Corporation** Like

Wall Info Photos Boxes Events Video

Georgia Lottery Corporation - Others: Georgia Lottery Corporation Just Others

**Georgia Lottery Corporation** Congratulations to Laura Jordan, one of our Facebook fans who announced her \$10,000 Maximum Green instant-win on FB earlier this week! Watch this clip of her prize claim at Georgia Lottery HQ!

**\$10,000 Maximum Green Winner**  
www.galottery.com  
Laura Jordan of Vinings announced a \$10,000 Maximum Green instant-win prize at Georgia Lottery HQ. The lucky winner will have 48 hours to scratch her ticket and claim her prize.

May 7 at 1:22pm · Share

16 people like this.

View all 14 comments.

**Maria C. Thompson** Congrats Laura!  
May 8 at 1:14pm · Like

**Sandra Williams Jones** @Laura Thompson!!  
Congrats!!  
May 8 at 1:14pm · Like

**Georgia Lottery Corporation** Tune in to your local lottery draw station tonight following the CASH 3 drawing at 6:59pm ET for the latest Maximum Green \$10,000 extra chance winners to be announced! 10 lucky winners are drawn on the first Thursday of each month from all the Maximum Green non-winning tickets entered the previous month. If you miss ...  
See More

6,847 People Like This

Jamie Carroll, Katrina Tubb, Kellen Sims, Michelle Watson, Christopher Her, Cindy Rapp, and others.

- ▶ The Georgia Lottery, with over 6,800 fans is the second most popular Lottery page on Facebook, trailing only California, and has the most fans per capita of any of large state.
- ▶ The page promotes upcoming events and drawings and highlights winners.
- ▶ Of particular note is that the page will highlight it and post video when Facebook fans also claim winning tickets, and give those fans congratulations.

John Della Volpe

617.245.8589

[john@socialsphere.com](mailto:john@socialsphere.com)

[Facebook.com/socialsphere](https://www.facebook.com/socialsphere)

[Twitter.com/socialsphere](https://twitter.com/socialsphere)

[socialsphere.com](http://socialsphere.com)





# “The Price is Right Massachusetts”

An Assessment of The Price is Right Lottery Game in Massachusetts

Presented By:  
John Della Volpe  
SocialSphere, Inc.






February 5, 2010





# Overview

# Overview

-  In order to gauge the potential impact of Price is Right themed scratch ticket, SocialSphere, on behalf of Scientific Games and MDI, conducted an online survey of n=600 Massachusetts Lottery players (Massachusetts residents who have played the Lottery at some point in their lives, 89% of those players have played in the last year).
-  The survey was conducted online from January 21st - January 27th, and asked players a series of questions to probe both the overall game concept and specific aspects related to the game. Specifically, the survey asked players to:
  -  Rate a Price is Right game in the context of other potential scratch ticket themes (such as the Boston Red Sox, Monopoly, and Scrabble);
  -  Compare two potential Price is Right game concepts (key number match and multiple games) relative to one another, and;
  -  Assess various aspects of the potential game, including price point, potential bonus prizes, tag-lines and the overall appeal of an Internet-based bonus game.





## Key Findings







# Key Findings


- ❖ **The Price is Right game concept has the opportunity to become a solid performer** for the Lottery, testing in the second tier behind legendary Red Sox, Monopoly and Wheel of Fortune tickets. Among major demographic sub-groups, the ticket tested comparatively well among women compared to men, with a +8 rating among women (who rated the concept as their 3rd most favored concept) and a -12 rating among men (who rated the ticket as their 8th most favored concept).
- ❖ **Players were evenly split (48% to 48%) on their game style preference**, key match versus multi-game concept). Weekly players preferred the key match concept by a 10 percentage point margin (52% to 42%), while Light and Lapsed players tended to prefer the multi-game style (50% to 43%). Players who preferred the key match style cited the ease of play as the main factor for their preference, while those who preferred the multi-game cited the chances to win.



## Key Findings (continued)

- 

Players had generally favorable impressions of the concept of an interactive online game. **Fifty-four percent of players rated their likelihood of playing as an 8 to 10** on a 0 to 10 scale (compared to just 9 percent who rated themselves as a 0 to 2). Sixty-five percent of players under the age of 45 rated their likelihood as an 8 to 10, compared to just 3 percent who rated their likelihood as a 0 to 2.
- 

A Las Vegas trip as a potential prize element is appealing to players. **Forty-eight percent rated the appeal of the concept of the Las Vegas trip as an 8 to 10 on a 0 to 10 scale**, with overwhelming majorities saying that the \$5,000 cash and having Federal and State taxes paid were the most attractive individual elements.
- 

The automotive prize pack is far and away the most preferred among players. **Of the eight potential prize packs tested, the automotive prize pack was named by 46 percent of players as their most preferred concept**, with a total of 62 percent ranking it 1st through 3rd.





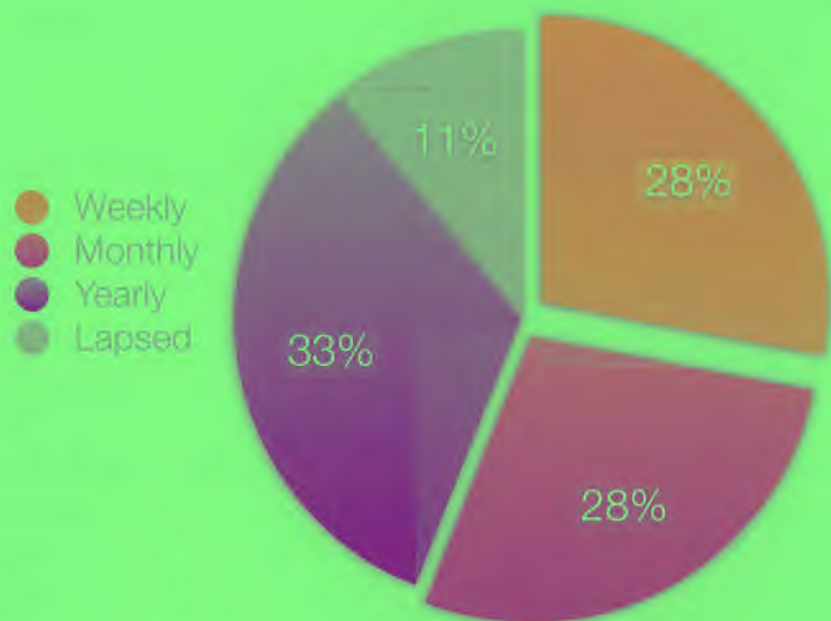
# Profile of Sample





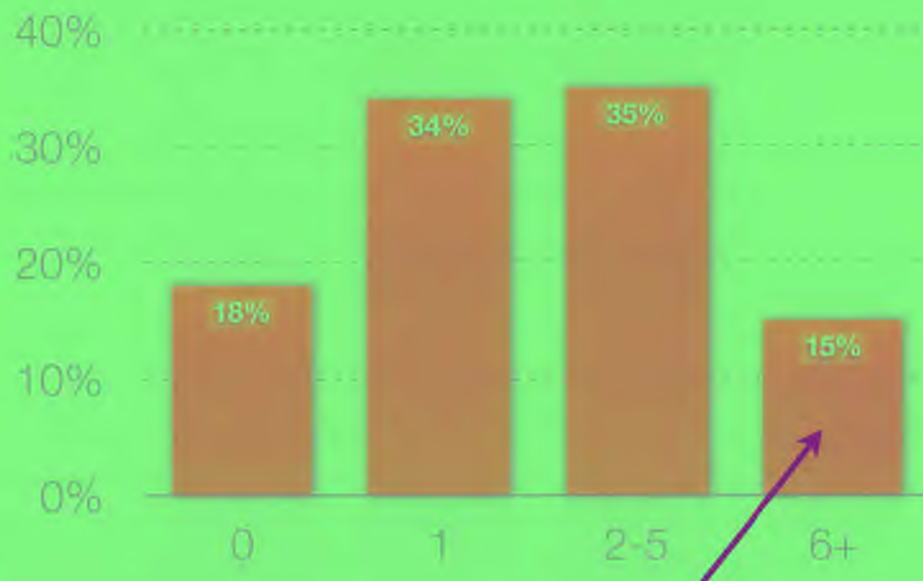
# Frequency of Play

Thinking about the Massachusetts Lottery, which of the following categories best describes your behavior: I usually play the Lottery...



In a typical month, on how many occasions do you purchase scratch tickets:

(Among Weekly, Monthly and Yearly Players)  
(n=534)



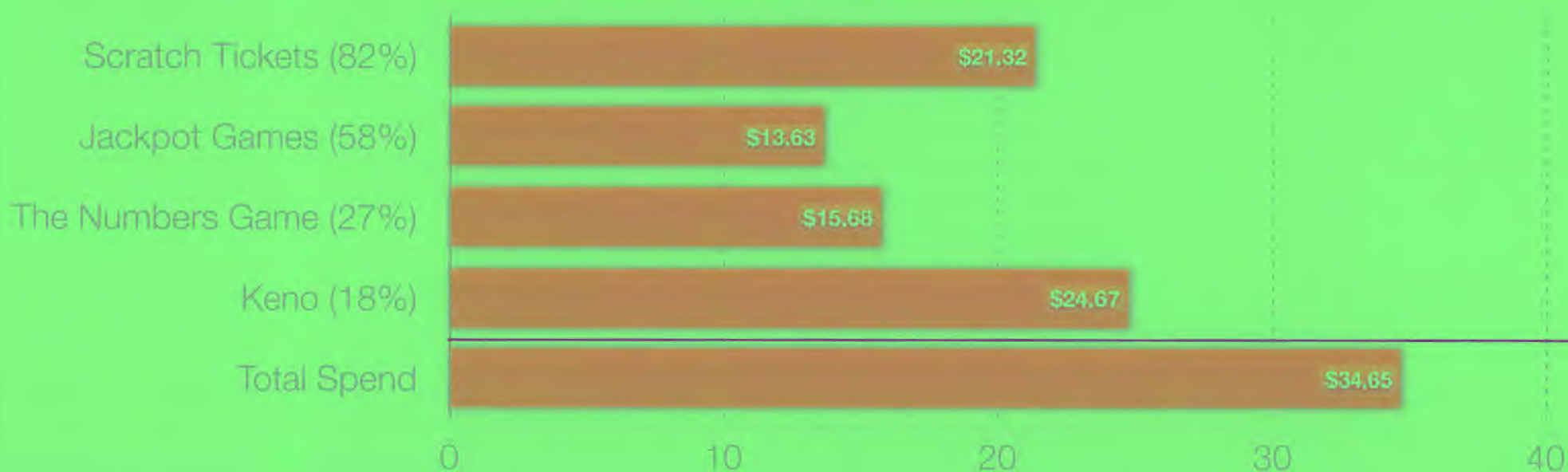
Note: **“Heavy Players”** in this presentation refers to this 15% of players who purchase scratch tickets 6+ times per month.

# Lottery Spend

(Among those who play at least once in a given month)

In a typical month, how much money do you spend on:

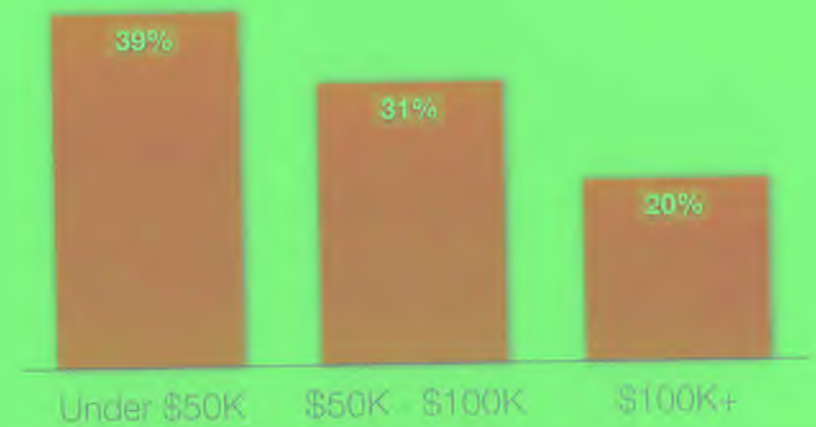
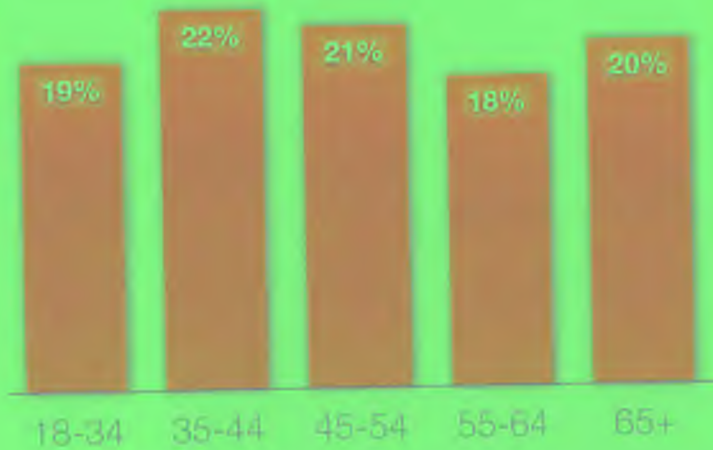
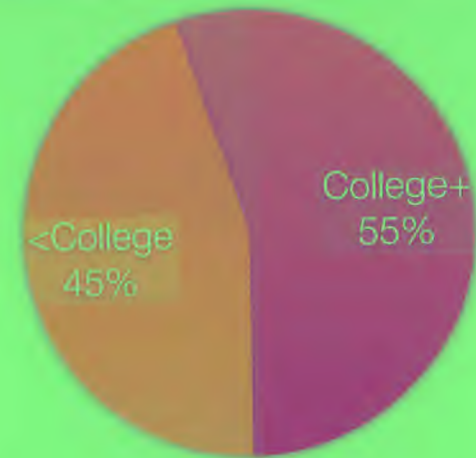
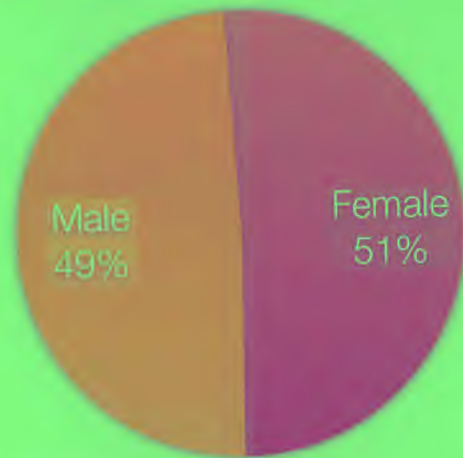
(Percentages in parenthesis reflect the percent of Weekly, Monthly, and Yearly players who play that game in a given month)



37% of scratch ticket players spend at least \$20 a month on scratch tickets, and 14% spend at least \$50 a month.



# Demographics







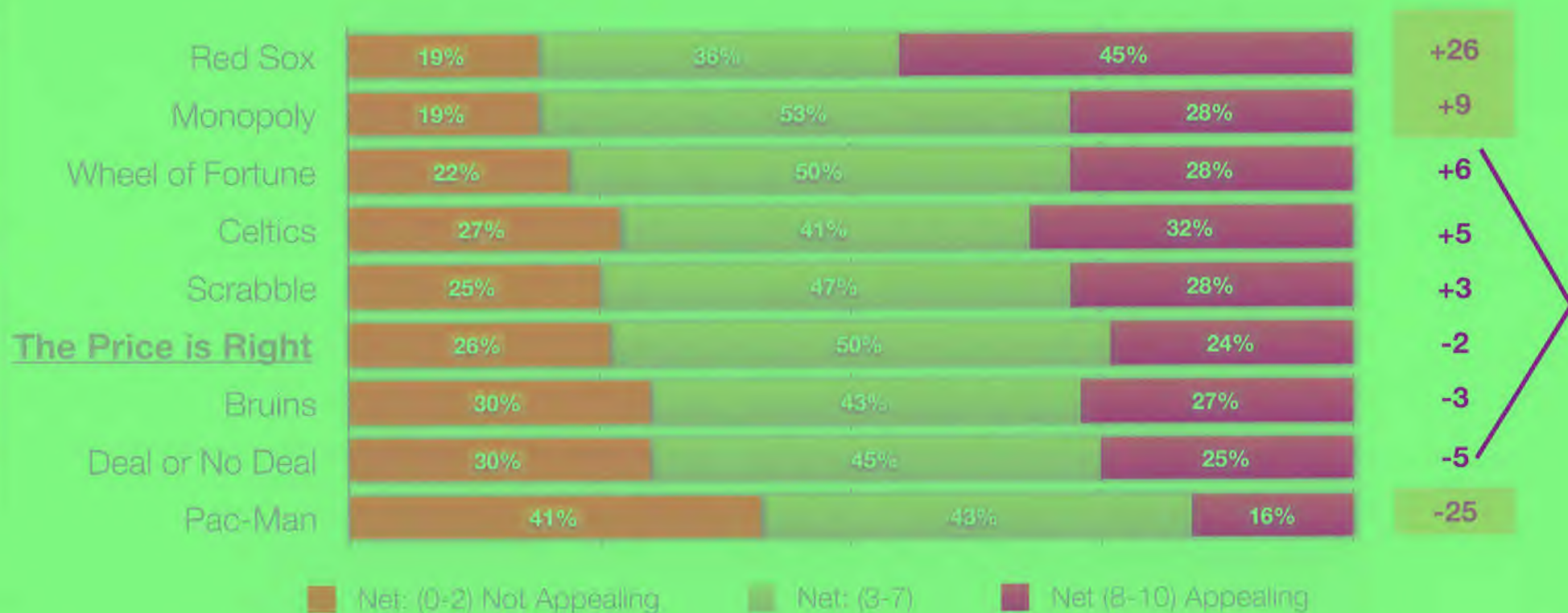
## Price is Right Concept



# PIR Is Solid Middle Tier Ticket

Listed below are various potential themes for scratch tickets. Assuming that the price and the odds of winning on each game would be the same, and the only difference between the games would be the theme, please rate each of the following themes on a scale from 0 to 10, where 0 means not at all appealing, and 10 means very appealing.

Net Score  
(8-10) minus (0-2)





# PIR Scores Well With Regulars and Women

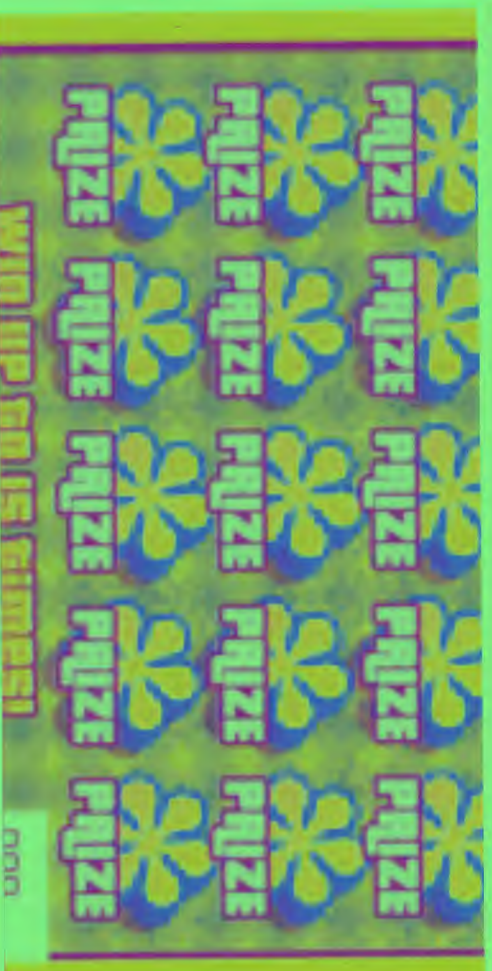
Price is Right Game Performance among Key Demographics







## Ticket Preference





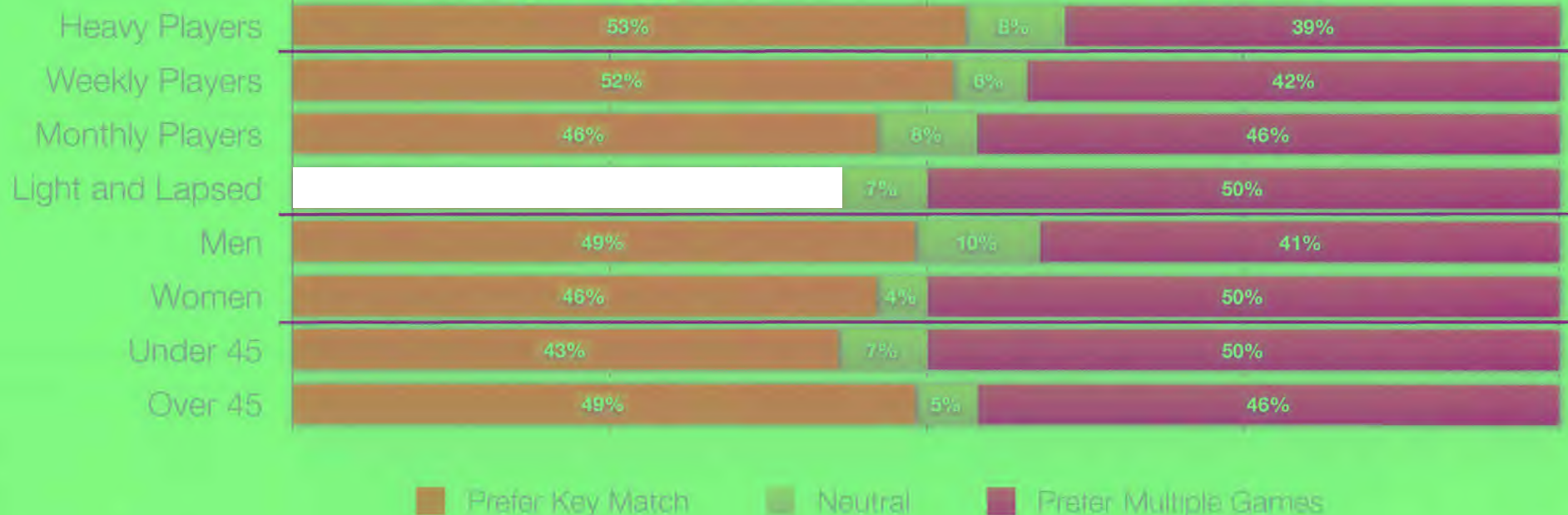
# Players Split Evenly Among Designs

Below are two potential new Massachusetts Scratch Tickets. Based on seeing these tickets, please use the slider above to indicate which ticket you prefer, and how much more you like it than the other ticket.



# Key Match Preferred By Better Players

Ticket Concept Performance Among Key Demographics





# Key Match Players Like Ease Of Play

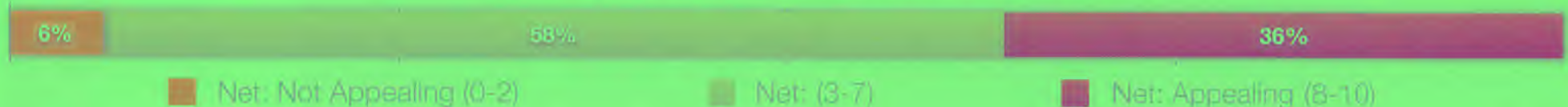


In your own words, why do you like this ticket more than the other ticket?



On a scale from 0 to 10, where zero means you do not find the game at all appealing, and ten means you find the game very appealing, how would you rate this game?

(Among players who preferred this ticket, n=285)







An aerial night view of the Las Vegas skyline, showing numerous illuminated skyscrapers and hotels. The Flamingo Las Vegas sign is visible on the right side of the skyline.

# Las Vegas Trip

An aerial night view of a busy highway interchange in Las Vegas, with multiple lanes of traffic and surrounding city lights.

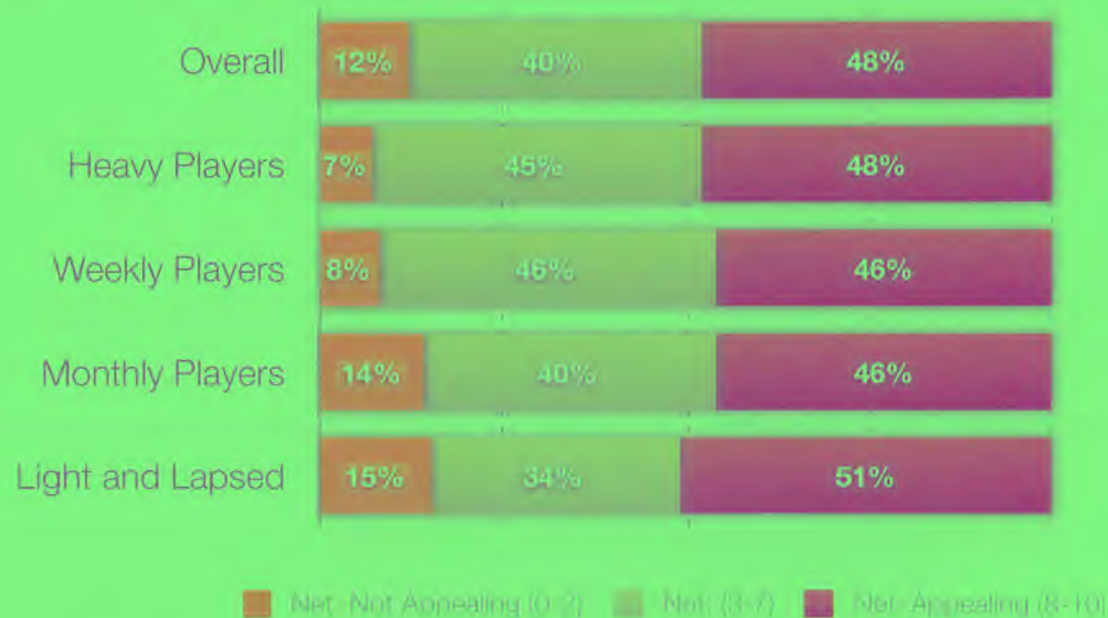
## Las Vegas Trip



# Concept of Las Vegas Trip Appealing

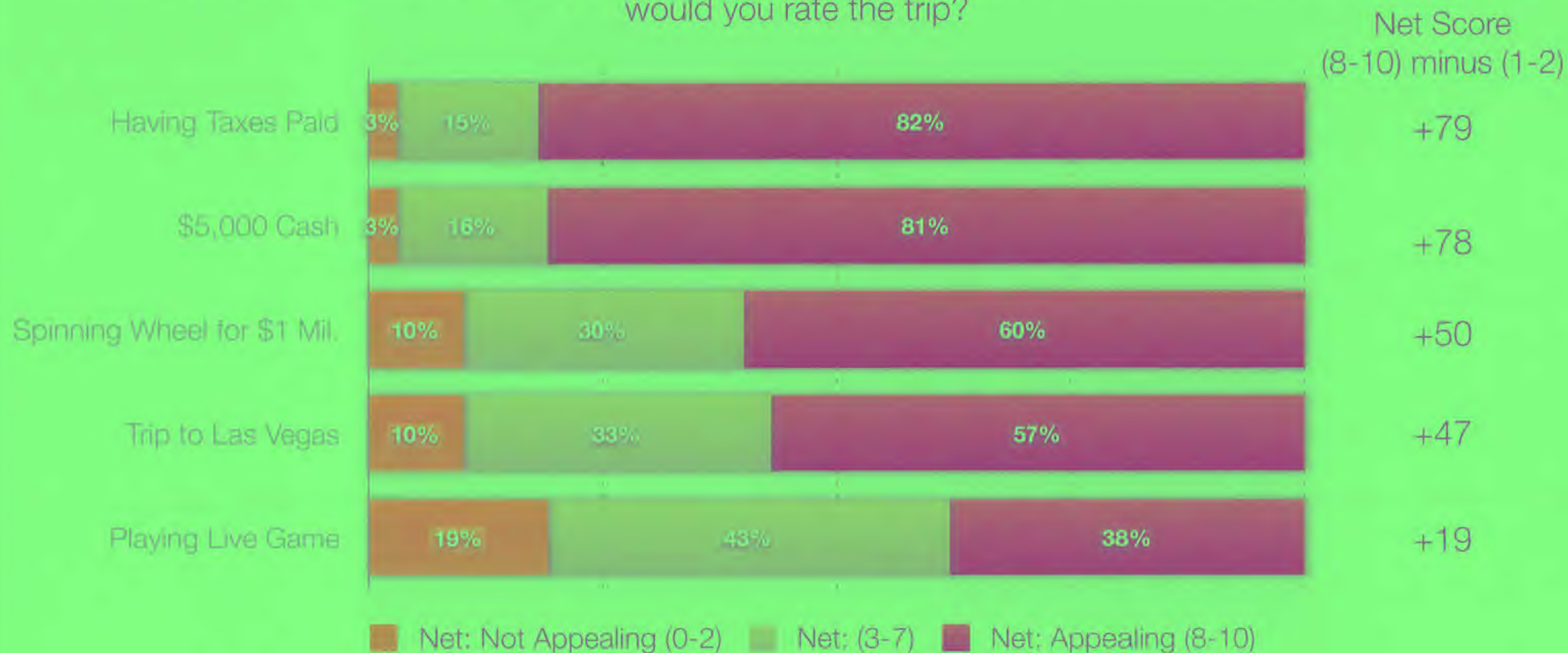
*"In addition to the standard scratch ticket, The Price Is Right instant game will potentially feature one of thirty bonus trips to Las Vegas. The trip will be a four-day, three-night trip for two to Las Vegas. Each trip will include airfare, ground transfers, deluxe hotel room, \$5,000 in cash, the payment of all taxes and one ticket for The Price is Right LIVE Experience Game Show. The Price is Right LIVE Experience Game will provide each trip winner a chance to play a live version of The Price is Right game as seen on television for additional prizes. At the conclusion of the event, 5 lucky trip winners will be randomly selected and called on stage to spin The Price is Right wheel for a shot at \$1 million. Please go on to the next page and there will be a few questions about the trip."*

In thinking about the trip prize and on a scale from 0 to 10, where zero means you do not find the trip appealing at all, and ten means you find the trip very appealing, how would you rate the trip?



# Cash, Taxes Paid Most Appealing

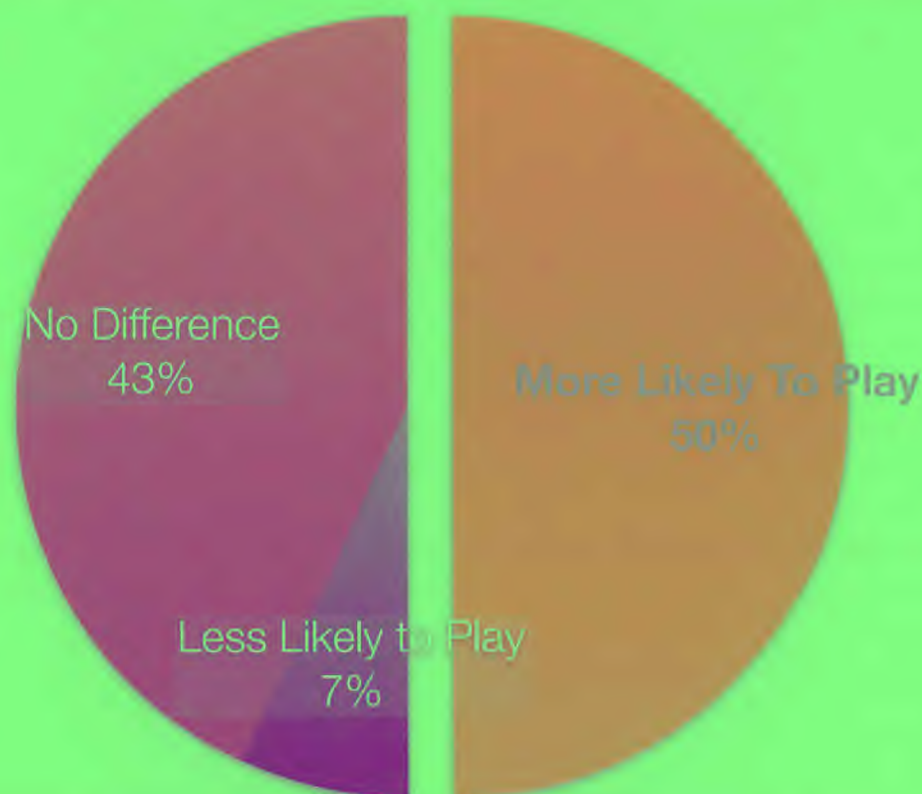
In thinking about various features of the trip prize and on a scale from 0 to 10, where zero means you do not find the trip feature appealing at all, and ten means you find the trip feature very appealing, how would you rate the trip?





## 50% More Likely To Play Because of Trip

In thinking about the trip prize as proposed, which of the following best describes your potential behavior, if the trip prize was offered in the instant game?



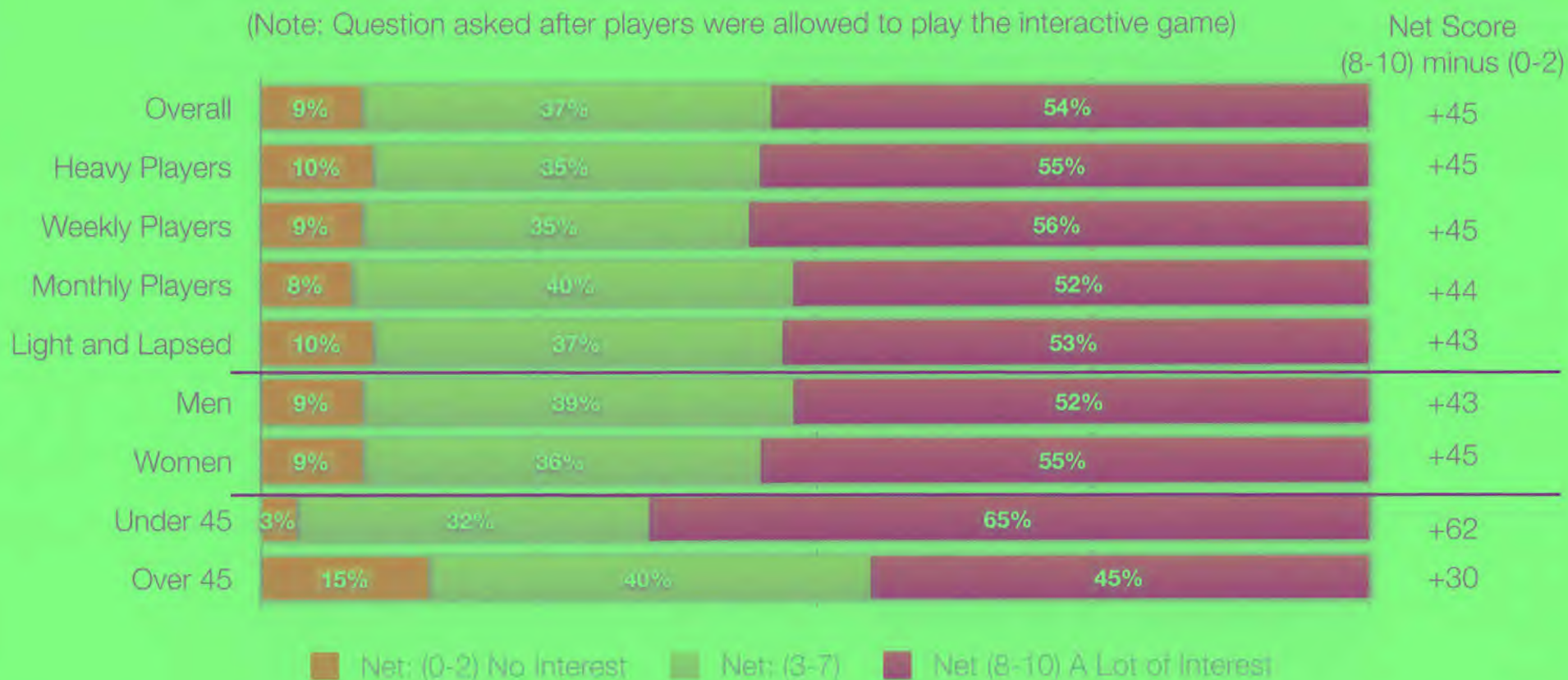




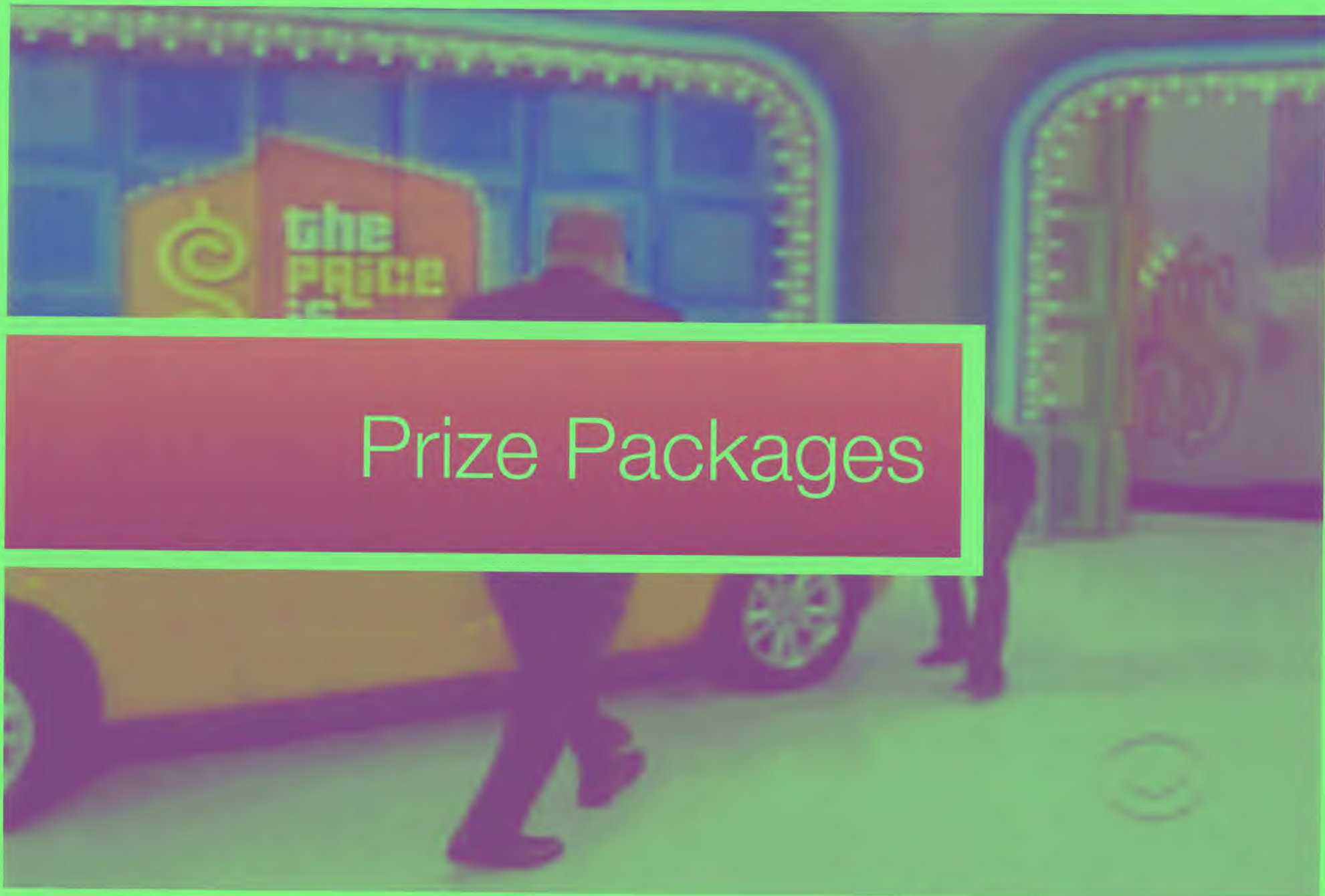
# Interactive Game Attractive to Younger Demo

On a scale of 0 to 10, where 0 means you have no interest in playing this bonus game and 10 means you would definitely play this bonus game, how likely would you be to play this game?

(Note: Question asked after players were allowed to play the interactive game)







# Prize Packages



# Automotive Prize Package Top Rated

In thinking about potential showcase prize categories, please rank the following eight prize categories from 1 to 8 where 1 represents the prize category you would most like to win and 8 represents the category that you would least like winning.

	1	2	3	4	5	6	7	8
Automotive	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Personal Accessories	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Travel Accessories	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Cooking	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Apparel	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Home Office	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Outdoors	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Sporting Goods	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

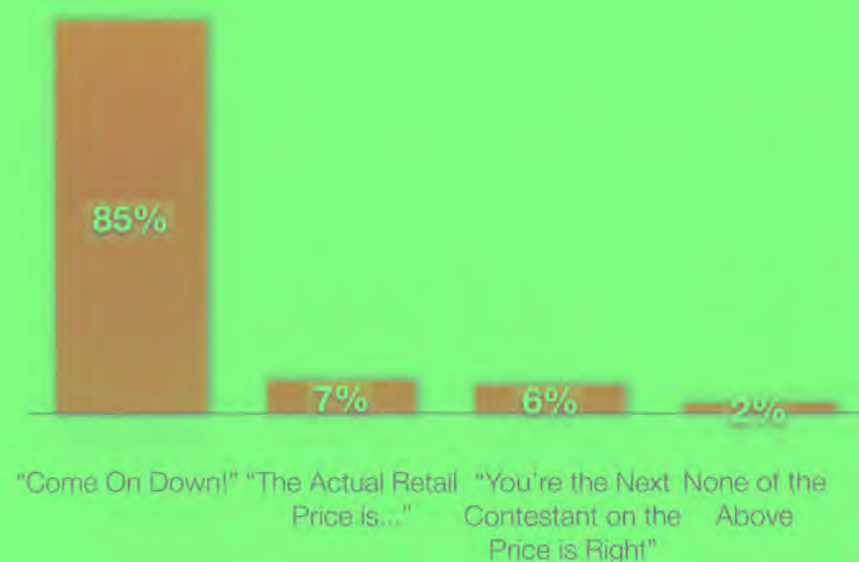
# Game Play Elements



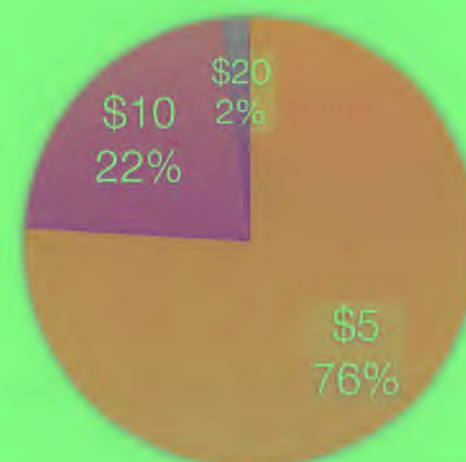


## \$5 Preferred; "Come on Down" Household Phrase

In thinking about The Price Is Right Game Show, which of the following phrases do you think is most associated with the show:



Knowing what you do at this point about the concept for a Price is Right scratch ticket, what do you think should be the price of this game?





# “The Price is Right Massachusetts”

An Assessment of The Price is Right Lottery Game in Massachusetts

Presented By:  
John Della Volpe  
SocialSphere, Inc.

February 5, 2010

# Massachusetts State Lottery

Assessment of Retailer Attitudes Towards the Lottery

Presented By:  
SocialSphere, Inc.

March 24, 2010







# Overview





# Overview

- ❖ From February 3 through February 21, 2010 SocialSphere conducted a telephone-based survey of N=300 Massachusetts Lottery agents.
- ❖ Agents were sampled from the complete list of 7,800+ Massachusetts Lottery agents, and the fielding was monitored to ensure that the sampling accurately reflected the overall composition of agents as it pertained to the five sales regions and retail category type.
- ❖ The survey lasted approximately 17 minutes. Callers dialed agents during the day, asking to speak with the owner or manager - whoever was primarily responsible for Lottery decisions. If the agent was not available, callers attempted to set up another time to speak that would be more convenient.



# Overview (continued)

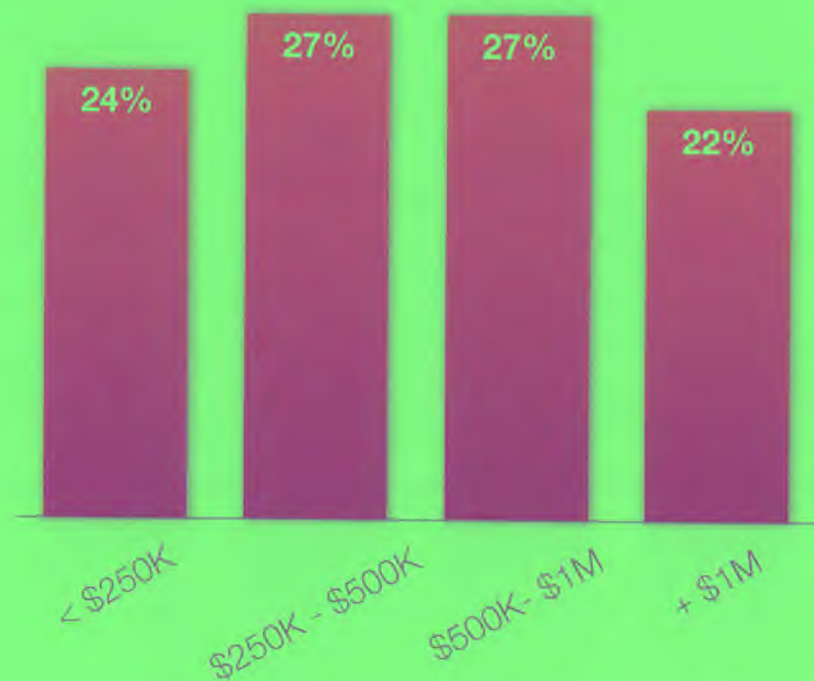
- This was the third survey of Massachusetts Lottery agents conducted by SocialSphere since 2004 (2004, 2007, 2010).
- The objective of this research is to:
  - Check in with agents on the general state of their Lottery business and how it compares to the past;
  - Assess the attitudes of Lottery agents towards the Massachusetts State Lottery on a series of key attitudinal factors;
  - Rate the performance of the Massachusetts State Lottery on how they perform on their interactions with agents and meeting agent needs;
  - Identify major causes of concern for agents;
  - Understand technology adoption among agents, and how it relates to the Massachusetts Lottery.
- In order to track attitudes over time, most of the questions in the survey were developed based on the previous rounds of research.



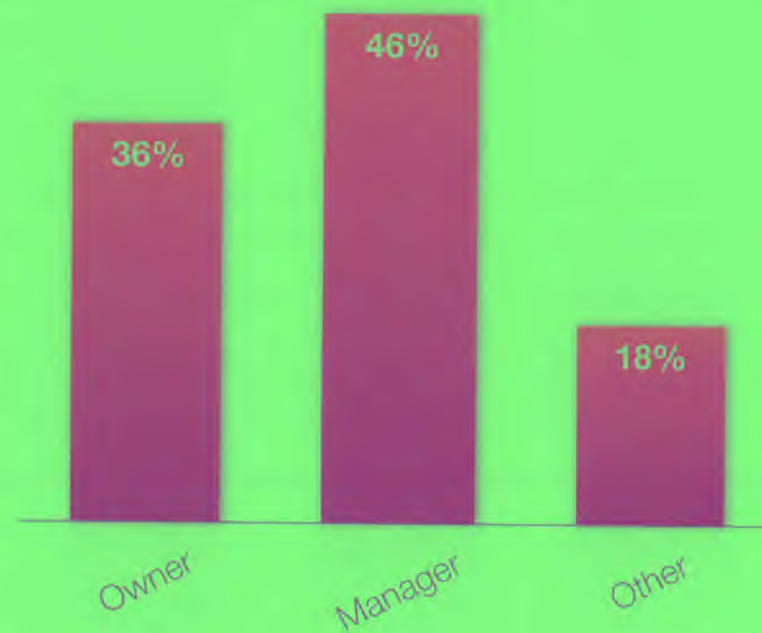


# Profile of the Sample

**Lottery Revenue  
(Recorded from Sample)**



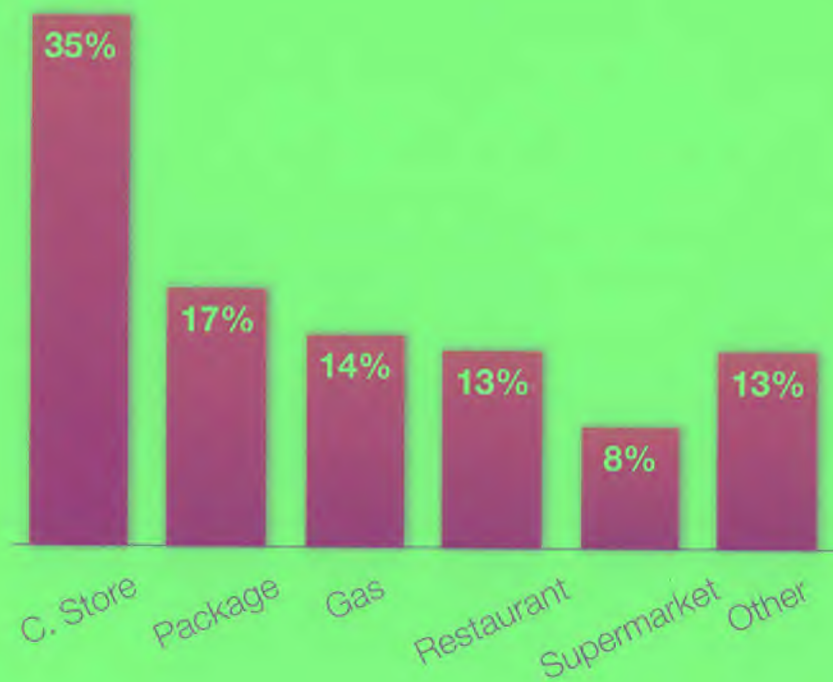
**Area of Responsibility  
in the Store**



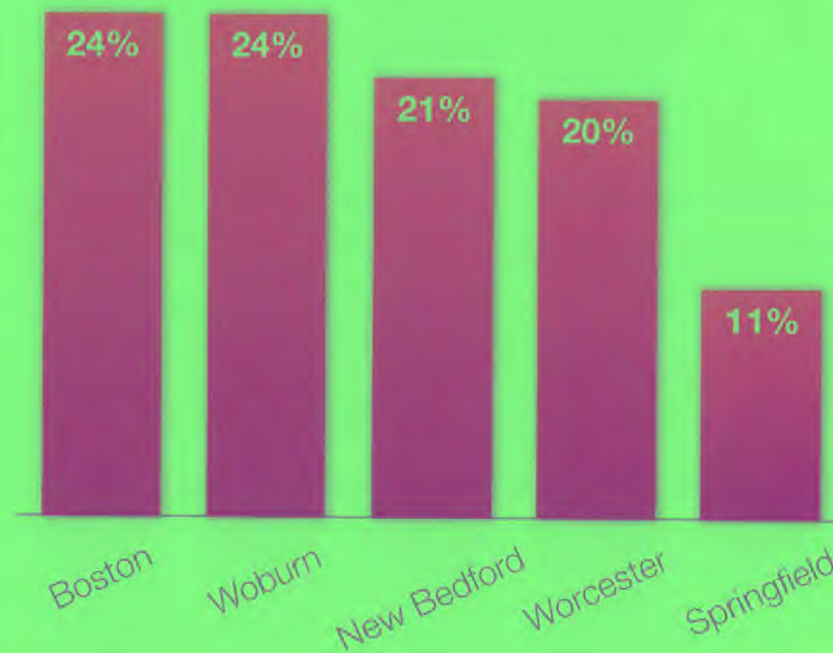


# Profile of the Sample

**Retail Segment  
(Recorded from Sample)**



**Region**





## Key Findings - Past and Present





## 2004 - Key Findings

1. The vast majority (82 percent) of agents felt that their lottery revenue was excellent (17 percent) or good (65 percent)
2. About half (44 percent) of agents felt their revenue had grown in the past year, largely because of new games (specifically the \$10 ticket). Thirteen percent of agents felt sales had declined, citing the economy and lack of winners as the main reasons for decline.
3. Of the retail segments, convenience stores and gas stations viewed the Lottery as most critical to their overall business.
4. Agents cited bringing in more foot traffic as the most important reason for having the Lottery. Their biggest concern was trash left by player.
5. Providing well-trained sales representatives and a system of tracking inventory and sales were the most important things the Lottery could do for agents - and also what the Lottery performed best on.





# 2007 - Key Findings

1. Performance on most measures is steady to slightly up since the last survey of agents was conducted in 2004. In general, agents are satisfied with the job the Lottery is doing and recognize the relative importance of the Lottery to their business.
2. One-fifth of agents report that they see Lottery sales declining, but in their minds that is largely due to a souring economy and larger, non-Lottery related trends.
3. While agents are concerned with some of the current threats facing their business (increased reliance on credit cards by customers and increased competition), they view the possibility of a casino coming to MA as the largest potential threat.
4. Agents are eager to engage in an online agent community and adopt Web 2.0 initiatives in addition to performing tasks like downloading sales reports.
5. Agents are very satisfied with the performance of the Billion Dollar Blockbuster, with the vast majority saying it has met or exceeded expectation.
6. On most measures, package store operators are more concerned about their lottery business than other retail segments.



# 2010 - Key Findings

1. Despite economic conditions, **65% of agents report that sales have either stayed the same or grown in the past year.** Of the agents who have seen their sales fall in the past year, the overwhelming majority (65%) cite the economy as the main reason for the decline.
2. While sales are declining, **most agents still rate their sales as excellent (15%) or good (64%).** about the same number who rated sales as excellent or good in 2004 and 2007. Agents still realize that having the Lottery brings in a steady stream of revenue, and see the Lottery as a competitive advantage over other stores.
3. **Use of debit/credit cards is a growing concern for agents.** In 2007, 32% of agents cited this as a growing concern - in 2010, 47% say the same. In particular, convenient stores view it as a growing concern (57%). An additional concern for majority of agents is used/discarded tickets.
4. **Lottery continues to perform best on factors that are most important to agents.** Providing well trained sales representatives continues to be the most important factor for agents, and the factor that the Lottery performs the best on.
5. **Agent interest in using a Lottery-website remains high.** Almost two-thirds of agents (65%) are likely to use the site, with particular interest in new game information.







## 1. The Current State of Sales



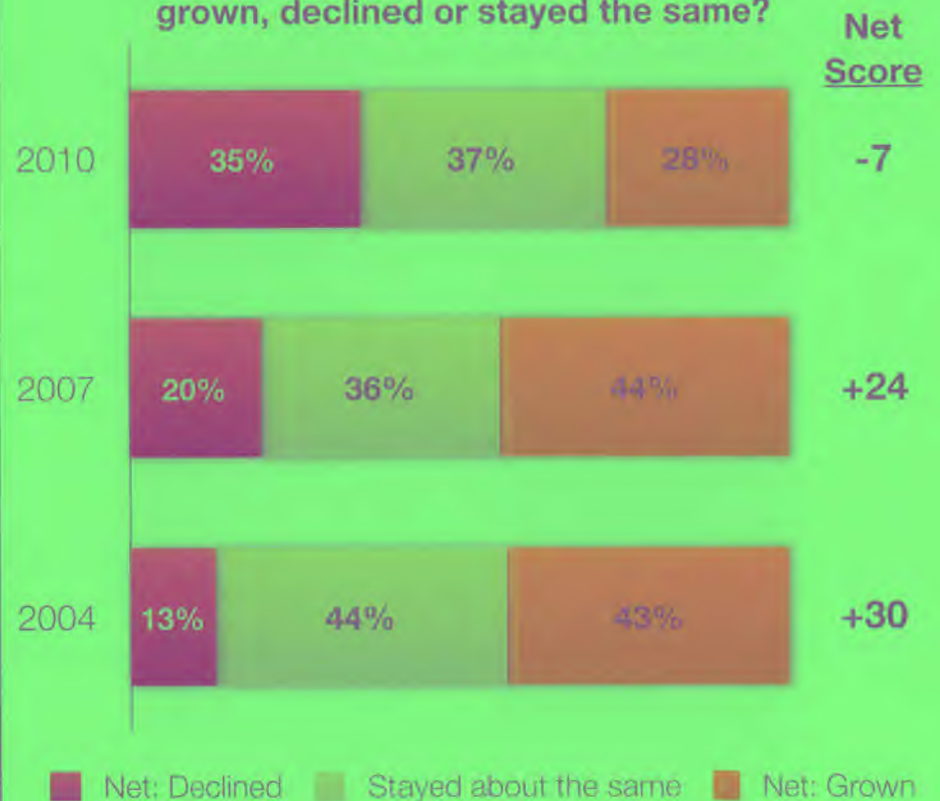


# Relative to economy, Lottery revenue feels good

How would you rate your Lottery revenue?

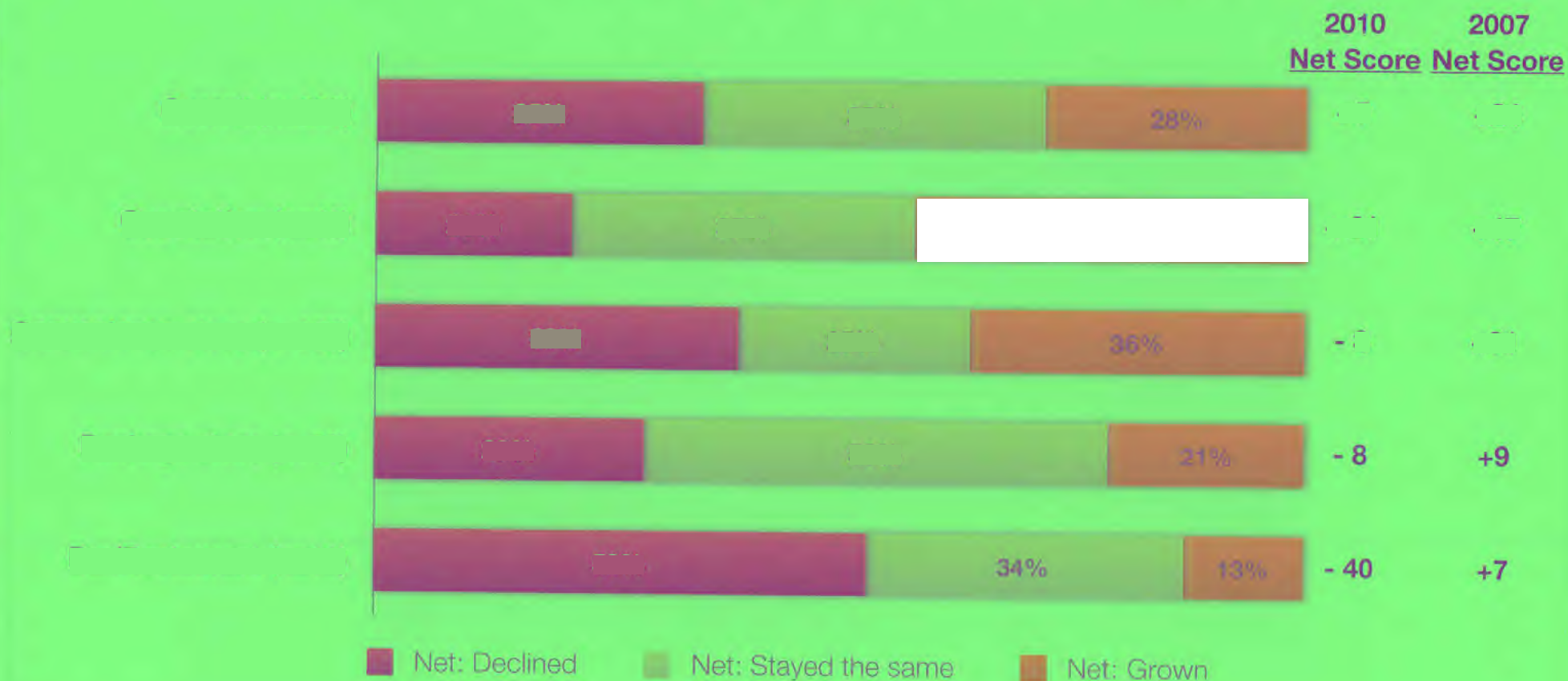


In the last year, has your Lottery revenue grown, declined or stayed the same?



# For most segments, declines outpace growth

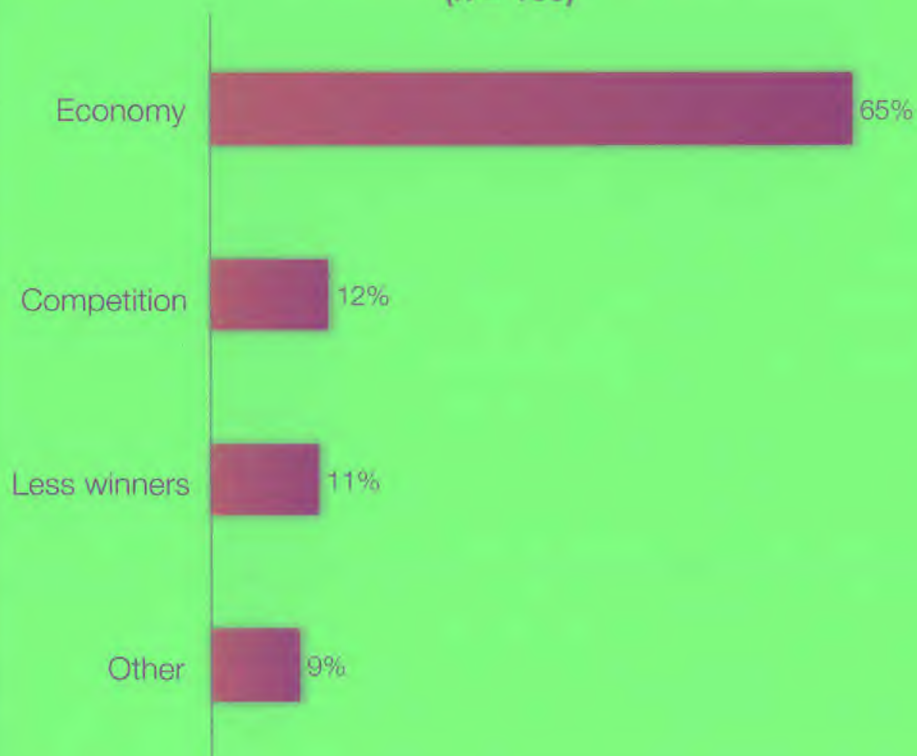
In the last year, has your Lottery revenue grown, declined or stayed the same?



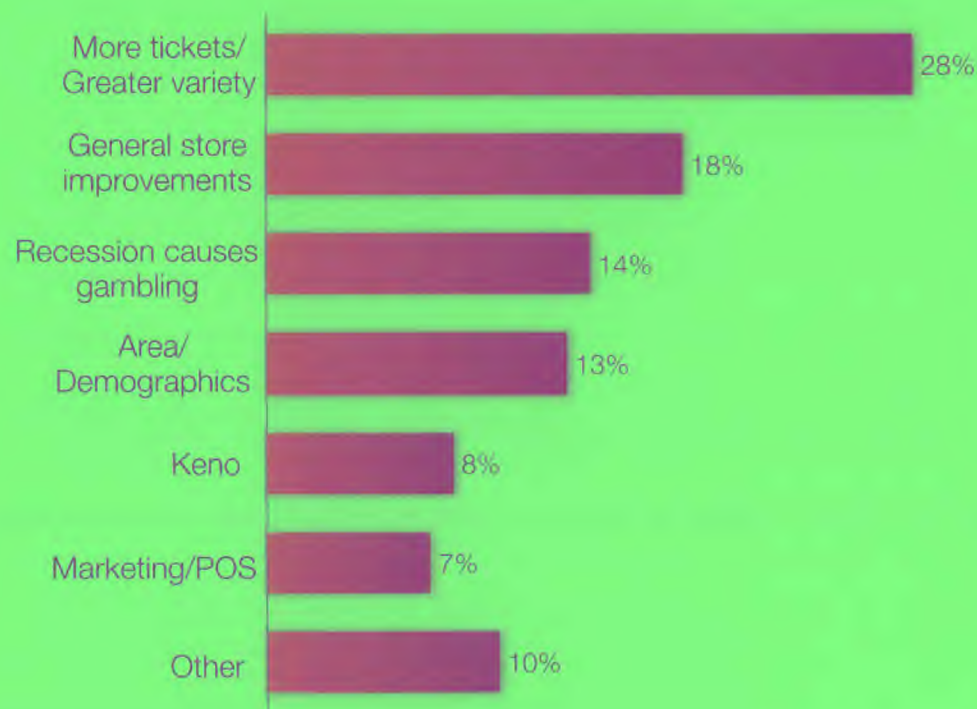


# Economy cited as main reason for declines

What do you think is the main reason your Lottery revenue has declined?  
(Open-ended responses)  
(n = 105)



What do you think is the main reason your Lottery revenue has grown?  
(Open-ended responses)  
(n = 84)





What do you think is the main reason your Lottery revenue has declined?  
(Word cloud of responses - the larger the word, the more often it appeared in open ended responses)









## 2. Lottery Attributes and Characteristics

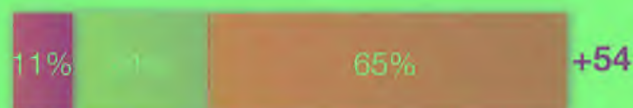




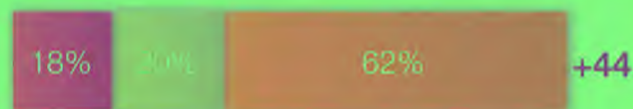
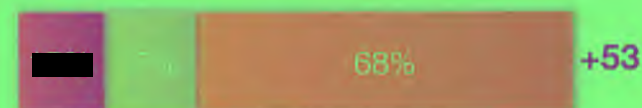
# Lottery seen as competitive advantage, increasingly look to for steady revenue

2007

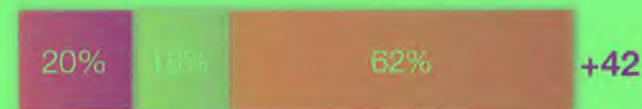
2010



The Lottery increases traffic to my store and attracts customers who often buy other products.



The Lottery is an important part of my overall business.



The Lottery brings in steady revenue - even when the rest of my sales might be down.



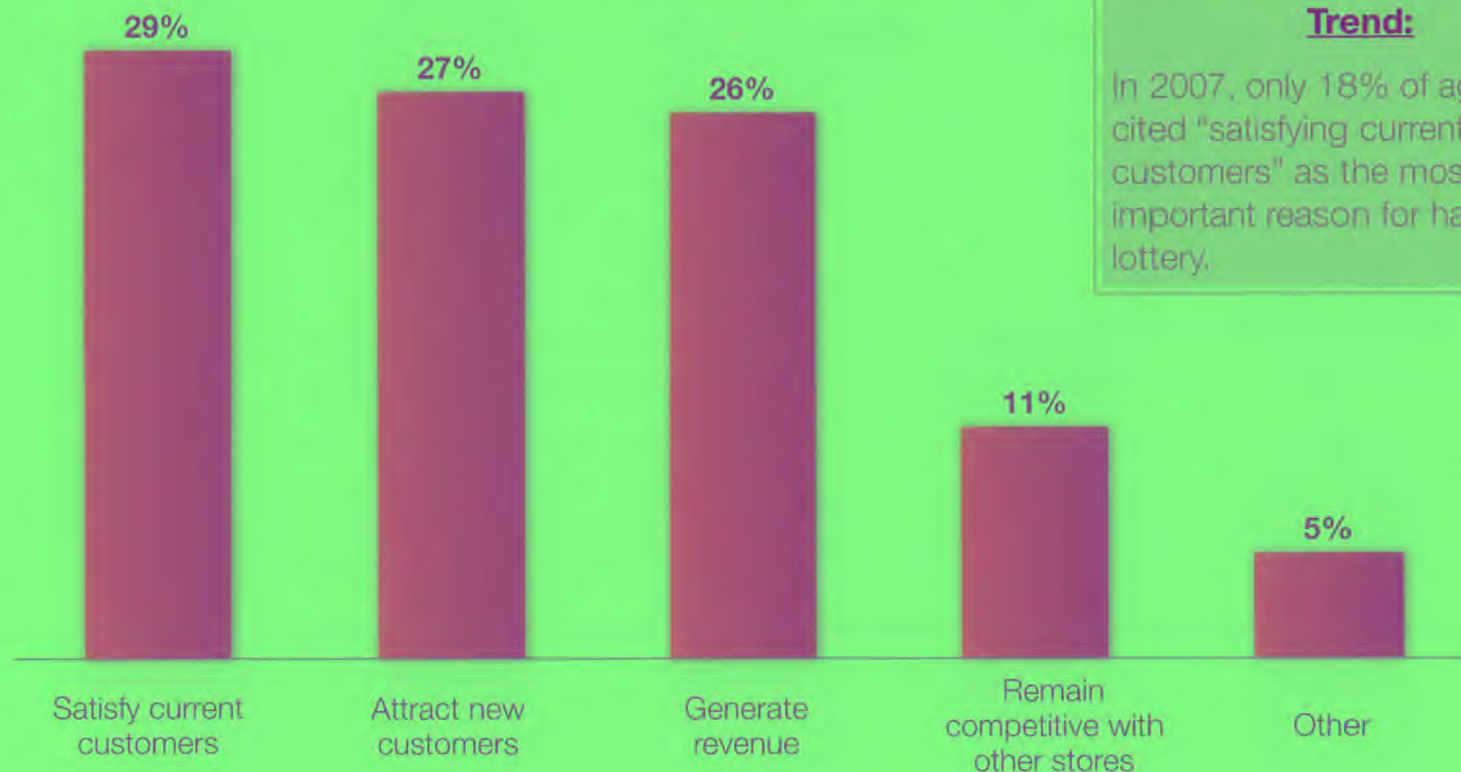
Having the Lottery gives me a competitive advantage compared to other stores.



Net: Disagree    Neutral    Net: Agree

# Competition, satisfying existing customers increasingly important for agents

**What is the most important reason you are a Lottery agent?**  
(Open-Ended Response)



**Trend:**

In 2007, only 18% of agents cited "satisfying current customers" as the most important reason for having the lottery.





# Used tickets a growing concern for agents

2007

2010



+21

Lottery players often leave used tickets and trash inside and outside my store.



+35



-14

My Lottery business often causes lines or waiting for other customers that can be bad for business.



-16

Net: Disagree    Neutral    Net: Agree





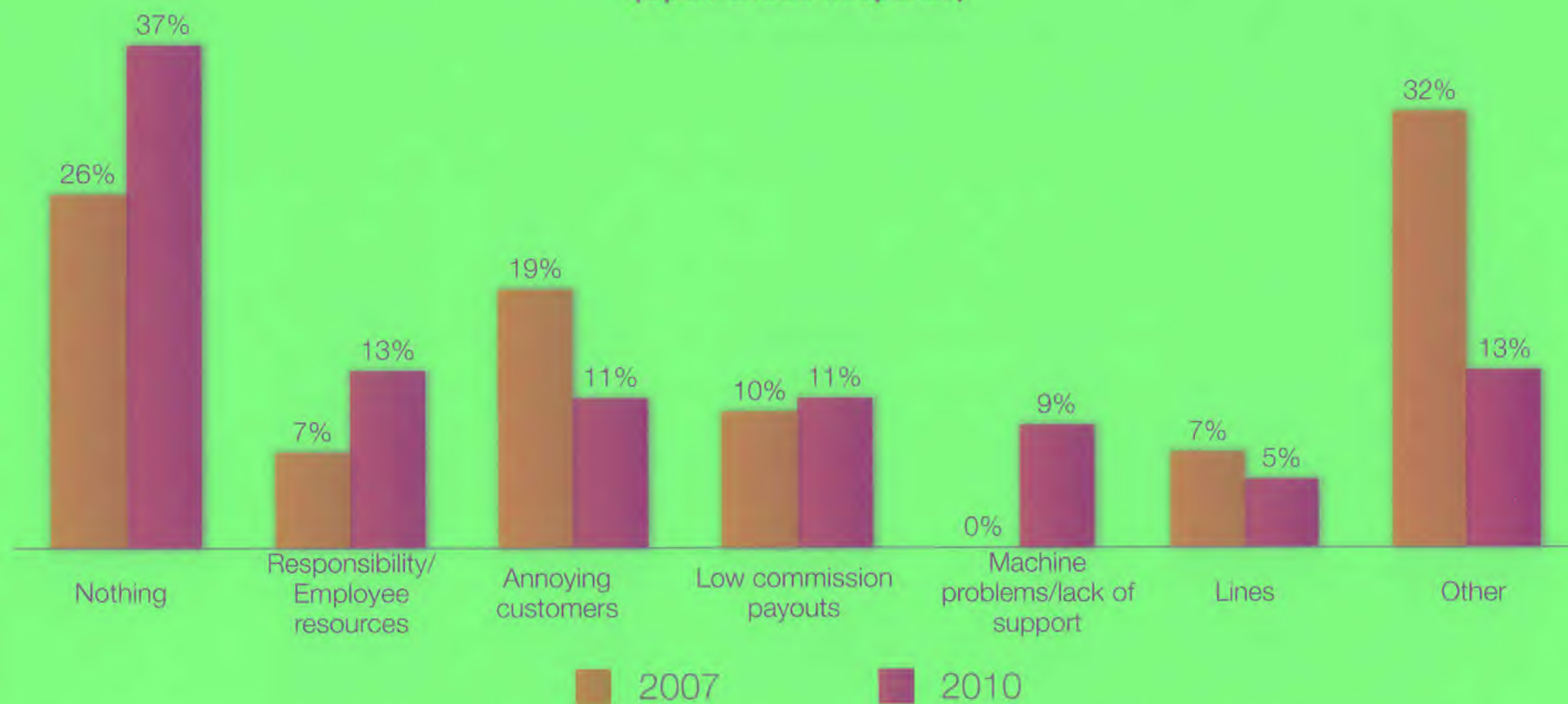


### 3. Agents Concerns



# Dedication of employee resources “worst” part of being an agent

What is the worst thing about being a Lottery agent?  
(Open-Ended Response)

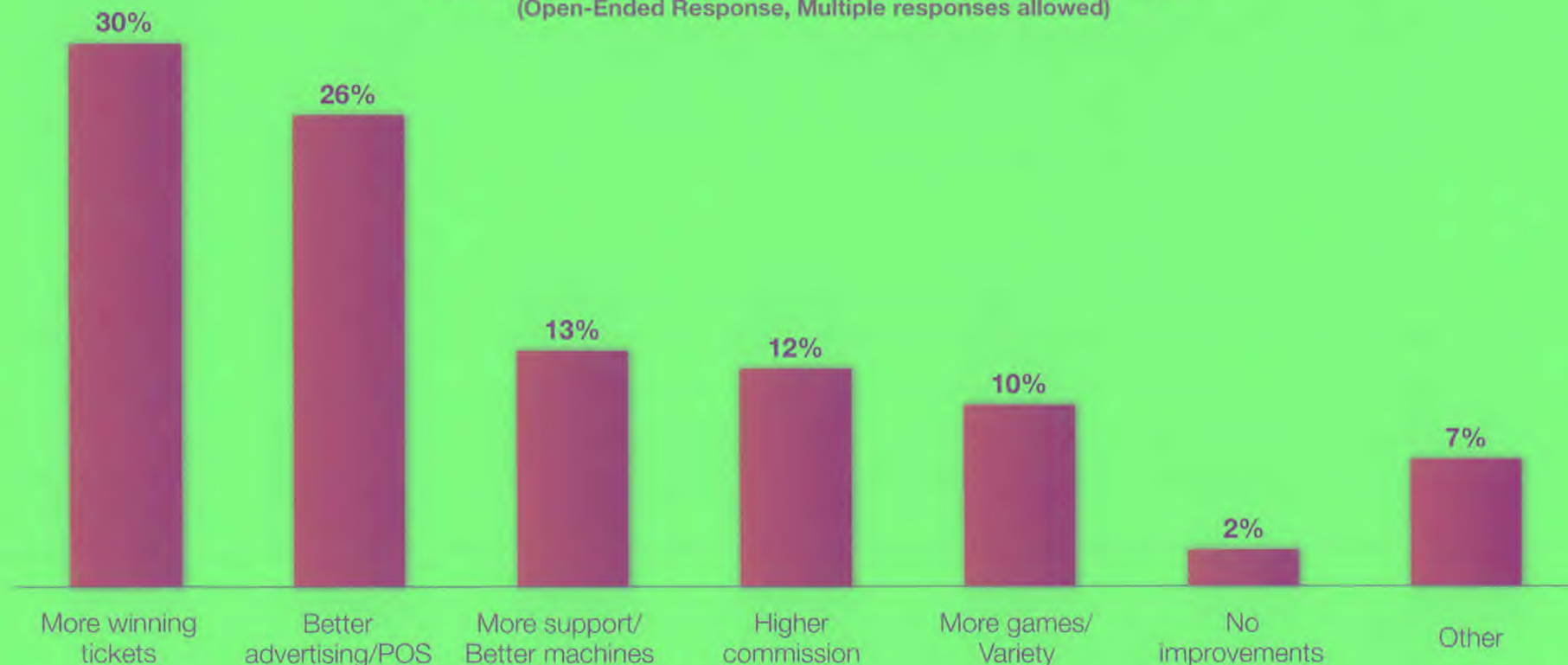




# More winning tickets and better POS and advertising top agents list of wants

**What is the most important thing that the Massachusetts Lottery could do to help you increase your Lottery sales and profitability?**

(Open-Ended Response, Multiple responses allowed)

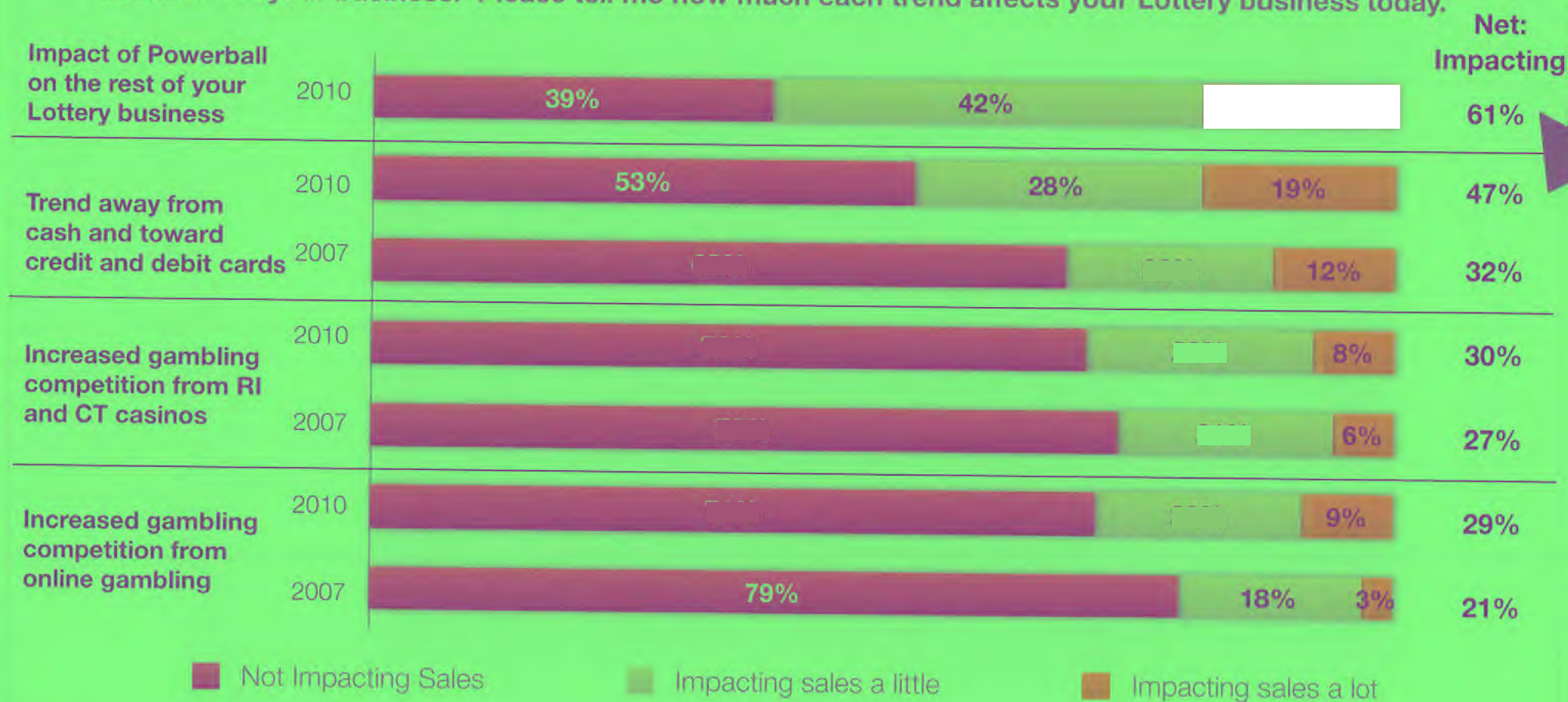






# Credit and debit card use a growing concern

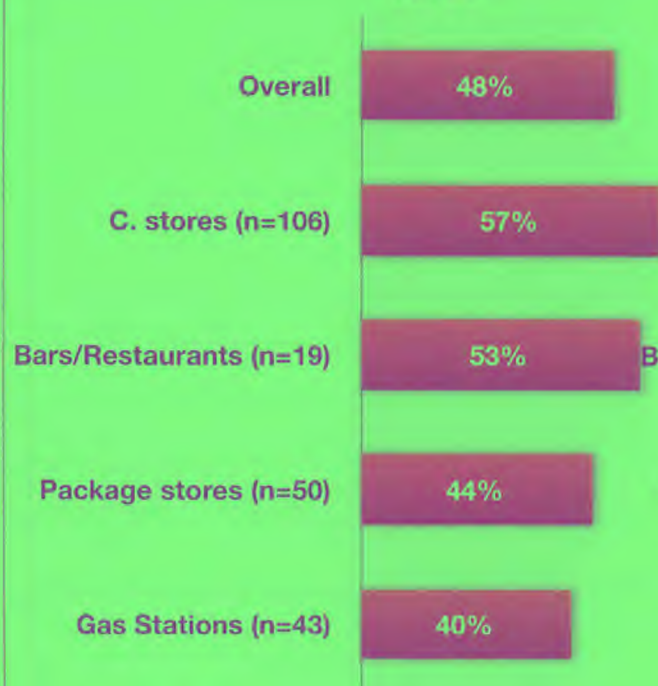
The following four questions focus on trends in the business, retail and political environment that could affect your business. Please tell me how much each trend affects your Lottery business today.



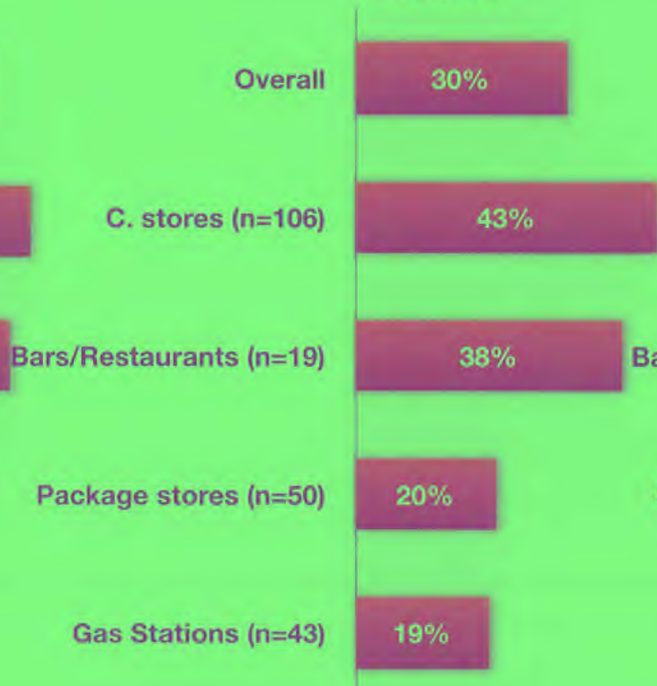


# Convenience stores most affected by trends

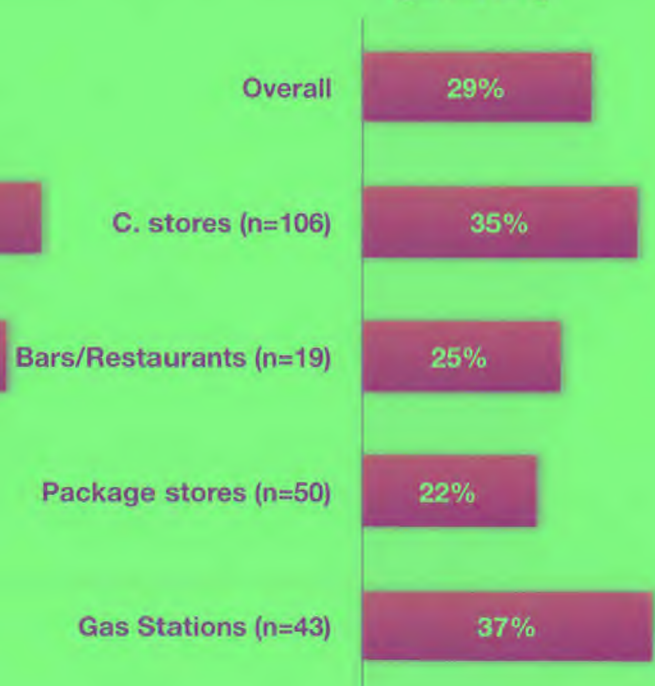
**Trend away from cash and toward credit and debit cards**



**Increased gambling competition from RI and CT casinos**



**Increased gambling competition from online gambling**



■ Net: Impacting sales



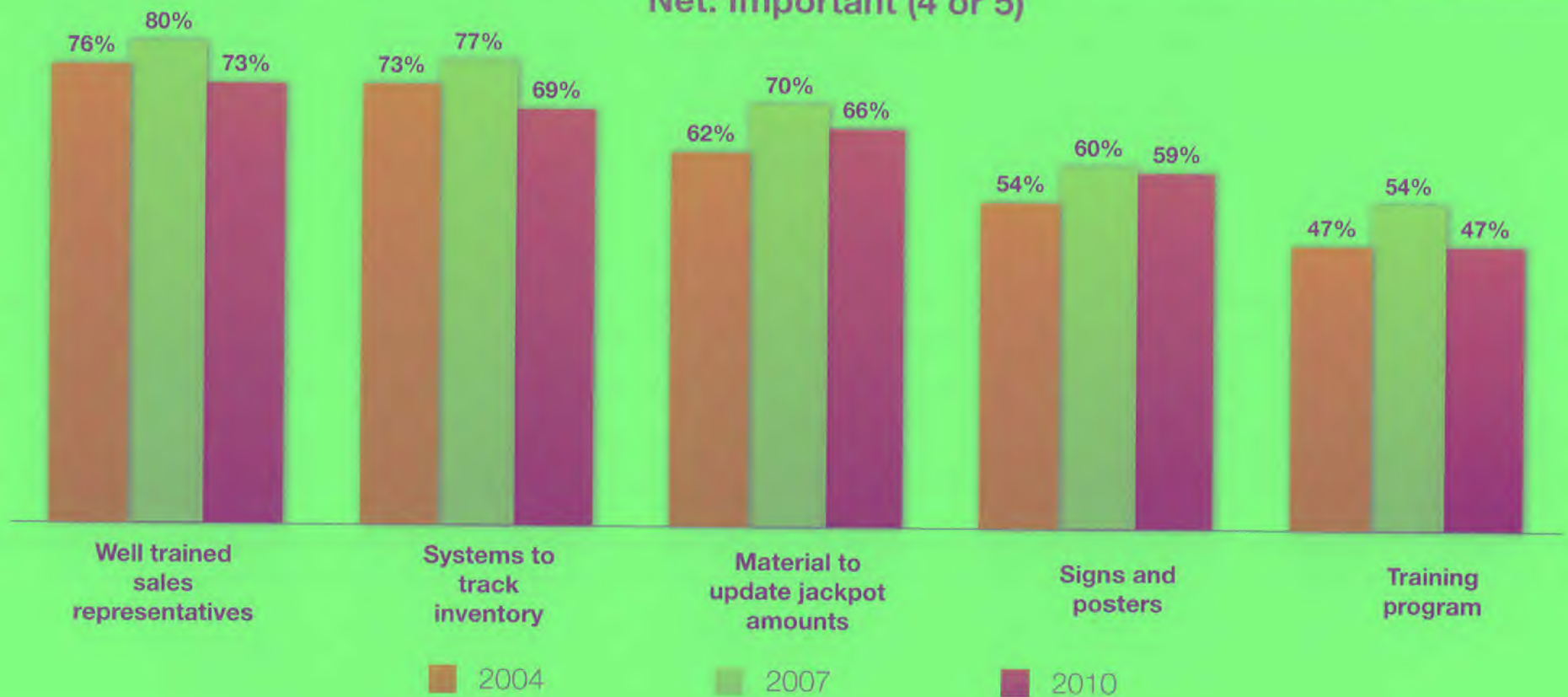


## 4. Factors of Success



# Sales representatives still most important element for agents

For each of the following, please tell me how important the element is to you and your business on a scale from 1 to 5 where 1 is not at all important and 5 is very important,  
Net: Important (4 or 5)

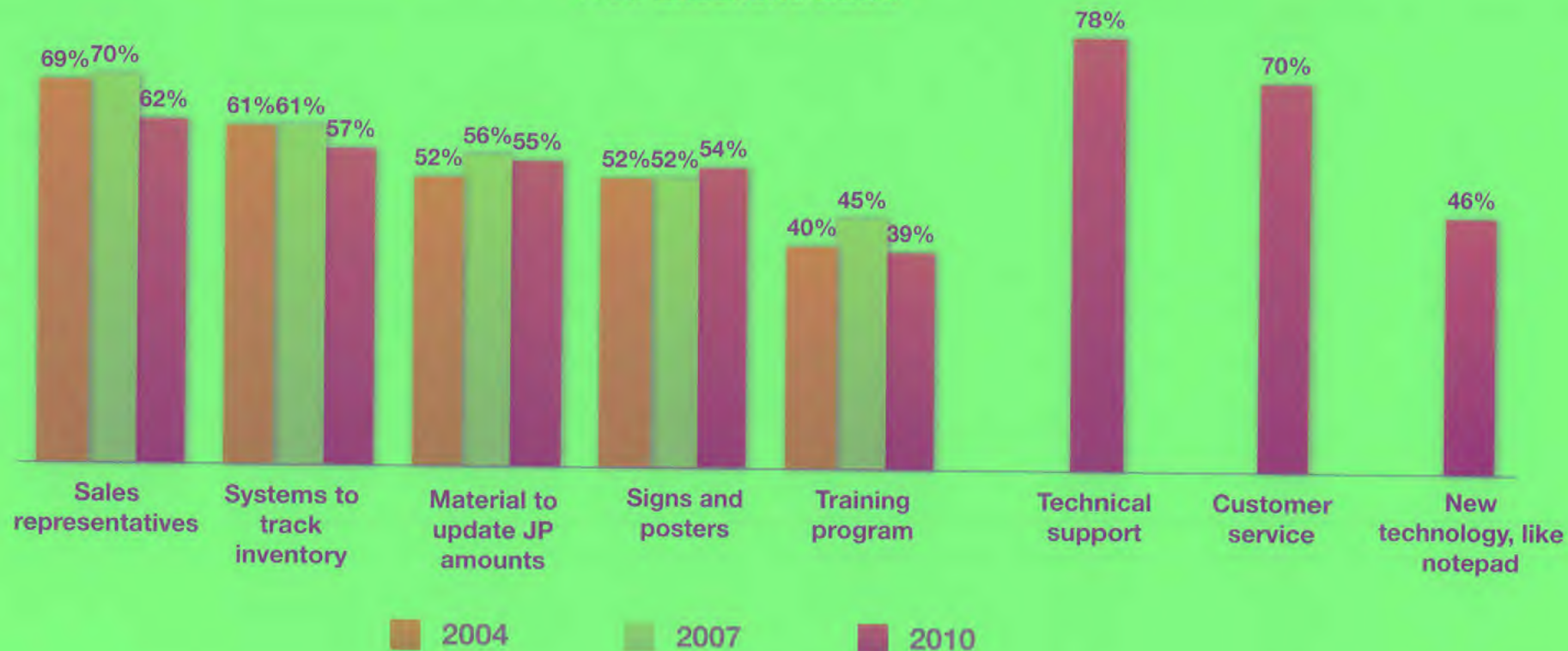




# Ratings of sales reps. down slightly since '07

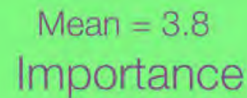
How would you rate the performance of the Massachusetts Lottery on each of the following elements - using a scale from 1 to 5 where 1 is poor and 5 is excellent.

Net: Excellent/Good





## Performance



# Most agents say notepads have no had no effect thus far

You may have noticed that last year all of the Lottery's Sales Representatives received notepad computers and began using them for ordering tickets, and showing marketing materials among other things. Can you please tell me, what affect, if any, the new notepad computer has had on your interactions with your Lottery Sales Representative?







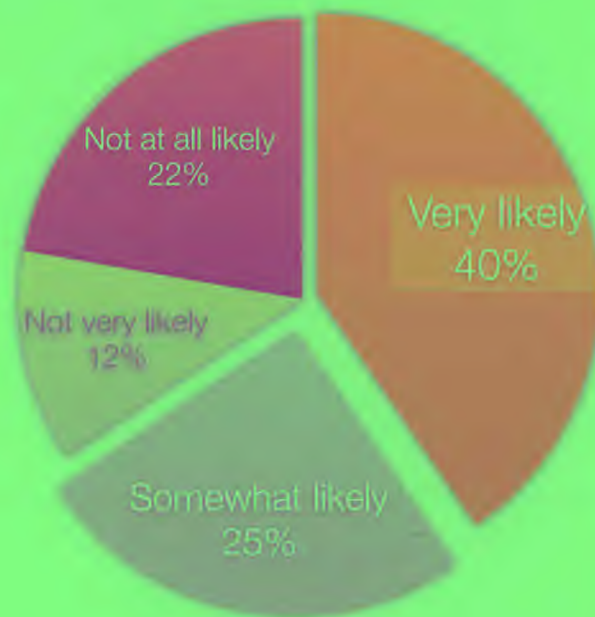
## 5. Agent Web Portal





# Most agents are eager to use the Web 2.0 community

There has been some discussion at the Lottery about finding ways to modernize the way in which the Lottery, its executives, sales people and agents communicate. One of the new ideas being proposed is to create a private Lottery agent website community ... Based on what you know about this concept, how likely is it that you would log on to the site and try it?



<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>



# Interest in website features still strong

How likely are you to use the new website to do each of the following?  
Net: Likely

